

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XLI.

NEW YORK, NOVEMBER 5, 1902.

No. 6.

An Expert's Opinion

Recently "Printers' Ink" was asked to name the six best daily newspapers in the United States which would sell the most one-dollar fountain pens, in proportion to cost of the advertisement. The prompt choice in Philadelphia was

The Philadelphia Record

This selection was based upon the opinion expressed by the best-informed advertising man in the office of the Geo. P. Rowell Advertising Agency, New York, one of the oldest and best known in the country. This firm has been placing advertising—display and classified—in *The Record* for years and always secures excellent returns.

SO CAN YOU

Rate for display advertising, 25 cents a line, gross, subject to discounts. Nearly all classified advertising

ONE CENT A WORD

when prepaid.

NEW YORK OFFICE
611 Temple Court

Advertising Manager
PHILADELPHIA

CHICAGO OFFICE
1002 Tribune Bldg.



THE LITTLE SCHOOLMASTER

announces the following special editions for the purpose of obtaining new subscribers to PRINTERS' INK :

NOVEMBER 26, 1902

to 29,775 real estate dealers in the United States and Canada, making a total issue for that date of over **44,000** copies.

Press Day, November 19, 1902.

DECEMBER 10, 1902

the so-called transportation number to 3,347 railroad and steamship companies, their presidents, general passenger and freight agents, making a total issue for that date of over **18,000** copies.

Press Day, December 3, 1902.

Whoever has a proposition likely to interest these people can bring it to their attention by using the advertising pages of these Sample Copy Editions of PRINTERS' INK to better advantage probably than through any other channel.

ADVERTISING RATES:

\$100 per page; $\frac{1}{2}$ page, \$50; $\frac{1}{4}$ page, \$25;
Small display, 50 cents per line.

Preferred Position, twenty-five per cent extra, if granted.

Classified advertisements without display, 25 cents a line.
\$1—4 lines, 28 words—may be worked into an effective ad among the classified columns.

Address orders to

Printers' Ink
10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1892.

VOL. XLI.

NEW YORK, NOVEMBER 5, 1902.

No. 6.

A COMPARISON.

ONE DAILY WITH A THOUSAND
WEEKLIES.

There is a combination of twenty-seven hundred and thirty local newspapers called Western State Lists or the Western Newspaper Union. The words "Western State Lists" constitute a trade mark. The membership is said to be made up of "weekly country newspapers of the better class." Offices for the reception of advertising patronage and business thereto appertaining are maintained at 65 Plymouth Place, Chicago, and 71 Tribune Building, New York City. Advertisements are taken for the whole combination for \$9.75 a line, and in connection with the price list it is stated that upon very small advertisements an extra line is charged for. The words "Liberal Discounts Given" are also printed conspicuously.

The owner of a certain proprietary medicine recently made inquiry, through an advertising agency, to learn the cost of inserting for the period of one year the two line advertisement shown below:

Ripans Tabules, doctors find,
A good prescription for mankind.

The price demanded for the service was \$800, from which the agent of the combination would allow the advertising agent the usual commission of 15 per cent or thereabouts.

Dividing \$800 into 2,730 parts we learn that it costs a fraction over twenty-nine cents for each paper for inserting a two line advertisement for a full year. It is apparent that by direct contract with the separate papers no such low rate could be expected, the sum being hardly more than would cover the

cost of postage and stationery used in conducting the correspondence necessary to negotiating for the service and arriving at a final adjustment of the account.

When so much had been ascertained as is set forth above the advertiser inquired the cost of inserting the same two line advertisement in the *New York Journal* for a year, and found that fifty cents a line would be demanded for each separate issue of the morning, Sunday and evening editions. Evening issue (312 days) \$312; morning issue (312 days) \$312; Sunday issue (52 times) \$52; making a total of \$676.

The fact that all the issues of a single newspaper should cost more than three-fourths of the sum demanded for the same service in nearly three thousand different papers was at this point commented upon, and the question asked whether the *Journal's* charge is not dear and out of all proportion. This led to an investigation with the result stated below:

Mr. W. H. Remington, the New York agent for the Western combination, said that the average issue of his papers was about 700 copies each. At the office of the *Journal* it was asserted that the edition issued exceeded 900,000 every day, 300,000 every morning, 600,000 every evening and 650,000 every Sunday. The Western newspapers are issued once a week. If we multiply 2,730 by 700 we find a total output of 1,911,000 copies. The evening and morning *Journal* appear six times a week and the Sunday *Journal* once. If we multiply 300,000 by six we have 1,800,000 copies; if we multiply 600,000 by six we have 3,600,000 copies; to which if we add the Sunday issue of 650,000 copies we arrive at a total of 6,050,000 copies, which is

more than three times the number claimed to be printed by the combined list of 2,730 papers.

At this point the moderate discrepancy in the price of the service demanded by a single paper as compared with that offered by the combination of nearly 3,000 papers ceased to be surprising. After some consideration it became a question whether the price demanded by the great combination was not in fact too high. A discussion of the subject brought out the following points.

These small papers cover a great territory, while the *Journal's* circulation is confined to narrower limits.

If so, is there any advantage to the small papers to be found in that fact?

Do the small papers actually cover the great territory wherein they purport to circulate or are there other papers, issued in the same field, that must be used to reach all the people.

Admitting that the small papers do not reach everybody in their own fields still each is a local paper and has subscribers who read no other and whose attention can only be secured by using their columns.

If this is so, is not the same statement equally true of the *Journal*?

It was suggested that these local papers are smaller, carry fewer advertisements and are read more carefully and consequently an advertisement is more likely to have attention there than in a paper like the *Journal*. Also that a subscriber to a weekly concentrates upon it an amount of attention that is rarely bestowed by the buyer of a daily, especially a daily of the sensational character of the *New York Journal*.

Then it was suggested that the average issue of the Western combination is not in fact so many as 700 copies nor much in excess of half that number. On the other hand it was said that great wagon loads of copies of the *Journal* come back to the office unsold and unread; and that thousands of buyers look only at the large type scare head on the first page and throw the paper aside practically

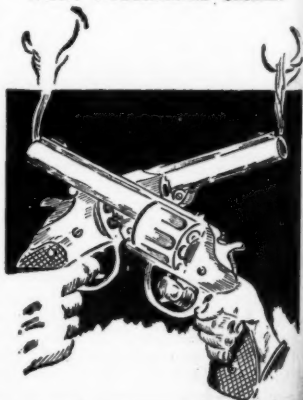
unread, and such a circulation is of little value to an advertiser.

Thereupon it was suggested that some other paper be substituted for the *Journal* for the purpose of this comparison and an effort was made in that direction, but came to an end in a difficulty found in selecting another paper that could stand up as well in a comparison. Those that came the nearest were too much like the *Journal* to warrant a substitution and those that were freest from the faults attributed to the *Journal* seem to have rates so much higher that they precluded any possibility of a comparison.

The final conclusion arrived at was that the advertisement should be started in the *Journal* forthwith, and the use of the Western combination of small papers be held an open question until the subject could have more careful consideration.

An outside party, new to the question, was appealed to for an opinion in this case. After looking the subject over for a few seconds he laid down the memoranda with a tired look and the remark that "A two line advertisement is of no earthly use anyway. Nobody will see it! Why don't you use three inches across the page as the Force people do? That's the way to advertise!"

WHAT PUBLISHERS CLAIM.



"A POPULAR AUTHORITY IN THE WEST."

The Gain in Advertising in

The Sun

(Daily and Sunday) in September, 1902, as compared with the same month of the previous year, was more than 300 columns--about one page and a half every day, or more than 44 per cent.



The Gain in

The Evening Sun

during the same month exceeded one page and a quarter every day, or more than 68 per cent.

New York, Oct. 1, 1902.

THE OLD RELIABLE.

A PAPER THAT HAD CHARACTER AND DID NOT CARE TO BRAG ABOUT CIRCULATION.

In a recent issue of *PRINTERS' INK* there was reprinted an interesting sketch of Cyrus Curtis, written by his son-in-law, Edward Bok, and first published in the *Cosmopolitan* for October, 1902. A part of this biography of a successful publisher that attracted the particular attention of the editor of the American Newspaper Directory is reprinted below.

Mr. Curtis's itch for a weekly paper was still in the blood, and it broke out afresh in 1897, when an opportunity came to buy that paper that Benjamin Franklin originally started: The *Saturday Evening Post*. Mr. Curtis bought the paper—or to be strictly truthful, he bought the title, for that was all there was to buy. The paper had barely existed for years. It had scarcely an actual paid circulation of a hundred copies.

Looking back at the circulation accorded by the Newspaper Directory to the *Saturday Evening Post* in times past the conditions were noted that are set forth below.

1890. It was thought, from opinions apparently prevailing, that the paper was entitled to a circulation rating of exceeding 25,000.

1891. The same rating, exceeding 25,000, was accorded with a qualifying mark indicating that some information was received from the paper but not so complete and definite as might be desired.

1892. A circulation rating of exceeding 20,000 copies was accorded.

1893. The same rating, exceeding 20,000, was retained from the preceding year.

1894. A circulation rating of exceeding 17,500 copies was accorded.

1895. The publisher asserted that no issue put forth during the preceding year had been less than 25,000 copies, and his circulation was so rated.

1896. A circulation rating of exceeding 20,000 was accorded but the rating letter was embellished by the double dagger (††) addition which was explained to mean that the publisher furnished a statement upon the accuracy of which the Editor of the Directory did not feel warranted in risking the hundred dollars forfeit on account of the indefiniteness of expression or some other irregularity.

1897. The circulation in the directory consisted simply of a reference to those accorded in 1895 and 1896.

1898. The circulation rating was stated to have exceeded 4,000 copies in 1896, exceeded 2,250 copies in 1897 and exceeded 1,000 copies in the current year.

After the 1898 issue of the Directory the influence of the Curtis management had become visible but there was a difficulty in dealing with

a circulation statement that all publishers, having growing circulations, take note of. The Directory requires that a publisher shall set down separately the number of complete copies printed of each issue during the twelve months preceding the date of statement, ascertain the sum of the several issues and divide it by the number of separate issues, thus showing the average issue. A statement made on the plan required does more than justice to a paper with a declining circulation and less than justice to one with a growing issue. On this account, perhaps, the circulation statements from the *Saturday Evening Post* continued to be irregular or insufficient in character or conspicuous by absence until 1901 when a definite statement duly authenticated showed an average issue of 307,660 copies for the year.

ANNA HELD'S FARM.

Miss Anna Held this spring bought a farm on the outskirts of the small town of Belgrade Lakes, Me., and the writer, while there some weeks ago, was rather amused at the wording of a notice which was posted up at the Central House in that place. It read thus:

NOTICE.

Miss Anna Held has purchased the farm of Mr. Pray just north of the village, and guests are invited to visit the place at any time, where the hired man, if requested, will show them her calves.

—New York Sun.

ADVERTISING PHRASE ILLUSTRATED.



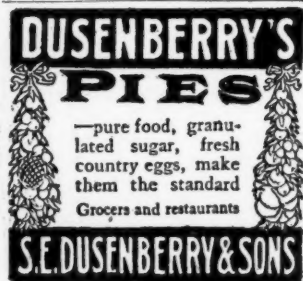
"FRESH FROM THE FIELDS." (CREAM OF WHEAT).

There are
more
Tribunes
sold every day
within the
corporate limits
of the City of
Minneapolis
than all the other
local English
daily publications
combined

*See report of the Associa-
tion of American Advertisers*

A MORAL FOR ADVERTISING SOLICITORS.

Here's a little newspaper ad from the *Pittsburg Times*, and with it goes a pointed little advertising story. Mr. Dusenberry has baked pies in Pittsburg for many and many a year, but until two years ago he had never told the public about them through the newspapers. He would not have begun then, perhaps, had not a solicitor for the *Times* hunted him up one day and asked him the old question—"Why don't you advertise?" Mr. Dusenberry laughed at the querist. "How in the dickens can anyone advertise pies?" he retorted. "How?" said the solicitor; "Simplest thing in the world; just print a picture of a boy eating pie, with your name and address, to begin with." The solicitor is an



DUSENBERRY'S
PIES

—pure food, granulated sugar, fresh country eggs, make them the standard
Grocers and restaurants

S.E. DUSENBERRY & SONS

earnest man, and after he had outlined some other methods Mr. Dusenberry became interested. A *Times* artist went up to see him, and together they designed a broadly humorous picture of a darkey boy beginning operations upon a wedge of pie. It was not an exceptionally bright idea, and the solicitor made strong objection to the use of the darkey, holding that it is never policy to arouse race prejudice in advertising. Mr. Dusenberry liked the darkey, however, and the picture was printed in a small space. The public liked it, too, and luckily the colored folks of Pittsburg did not fall into the fool notion that they were being caricatured. Other and more forceful ads were used later, containing facts about pies and their ingredients. Within a year Mr.

Dusenberry had added several new wagons to his delivery service. Then he decided to increase his advertising expenditure, following the principle that if a little publicity was good more would be better. When the *Times'* solicitor heard about this new resolve he did a thing not commonly done by advertising solicitors, but a thing that it is most logical to do. Instead of selling him more space in the *Times* he advised him to take small spaces in the *Post* and *Press*. Now, this solicitor has been in the newspaper way of life for eighteen years, and knows many a crook and turn in advertising. Therefore, his reasons for selling space for rival papers are worth consideration. He had known solicitors to convert merchants to advertising and induce them to spend money for trial ads, but invariably the money went into the solicitor's medium if he could divert it that way. Consequently, the new advertisers did not have the most favorable chance for their trial ads, especially if the solicitor's medium happened to be not of the best. In a large number of cases such advertisers failed to secure results and became discouraged. They not only ceased to advertise forevermore, but also became what solicitors know, technically, as "knockers." An advertising solicitor in his right mind would rather cut off his left hand than have upon his soul the sin of transforming a new advertiser into a "knocker." The *Times* solicitor knew, of course, that his own paper was the best in Pittsburg, having the largest circulation and bringing the best results. He had always known it. But, in his soul, he also knew that the *Press* and *Post* would help Mr. Dusenberry, so he advised that the little ad be inserted in these papers. His selection proved to be a wise one, and in the last year Mr. Dusenberry's trade in pies has been so thriving that there is not the remotest chance in the world that he will ever consent to do business without his little ads.

TALK OF INDUCEMENTS!

A German speaking girl for general housework in family of three adults; three girls in 18 years; all married. 1102 Case av.—Cleveland Press.

THE "WANT" PROBLEM IN DES MOINES.

By B. D. Butler.

Although Des Moines has been a storm-center of newspaper changes during the past year, the most important change which has occurred there has scarcely been mentioned in the advertising world. I refer to the development of a great medium of classified advertising. THE DES MOINES NEWS has for many years carried the bulk of the paid "wants" of the city and State, and has long been esteemed by users of classified advertising because of the large and certain returns it brings; but not until January last, when THE SUNDAY NEWS first appeared, did it secure a place among the great and commanding "want" mediums of the country.

The first issue of THE SUNDAY NEWS did not contain a line of advertising of any kind because it was published without previous announcement; but the second issue, to the great surprise of the management, contained ten columns of these little liners, and the space occupied by classified ads quickly increased to from twelve to eighteen columns—something phenomenal in the newspaper business in Iowa, without a stroke of work on the part of the publishers—a line of profitable business sprang into existence.

Really, however, there was no mystery about this remarkable occurrence. THE SUNDAY NEWS is sent to every subscriber of the daily, and a joint price charged for both, no subscription being accepted for either alone. Thus the enormous and valuable clientele of 33,000 paid subscribers of the daily (since increased to over 38,000) was transferred bodily to the Sunday edition.

Mr. John J. Hamilton, manager of THE DES MOINES DAILY NEWS, makes the claim, which I believe to be justified, that no paper in America has a constituency more warmly attached to it than that of THE DES MOINES DAILY NEWS. Every mail subscription is paid in advance, and every subscription is stopped at expiration. No person, therefore, sees the paper who does not want it and who does not pay for it.

A constant sifting process is maintained, and only those who like the paper so well that they send in their money in advance to keep it, are retained on the list. Three hundred or four hundred subscribers are cut off every Monday, but during the week more than that number send in their \$1.50 for another year. Mr. Hamilton says that he believes that his 38,000 paid circulation represents as much affection for the paper as exists in a credit circulation of 60,000. Here is where he accounts for the

extraordinary returns from advertising in THE DES MOINES DAILY NEWS.

As you know, THE DES MOINES DAILY NEWS originated the flat rate among dailies. It won a long fight with the big stores of Des Moines on this question. It is a fighting newspaper. Never has it hesitated to sacrifice revenue rather than yield on what it regards a good moral or business principle.

At this writing THE DAILY NEWS is doing without the advertising of two large local advertisers, because it could retain this business only by keeping quiet about open gambling in Des Moines. As usual, too, it is winning out in the fight. The small and single-line merchants, to a man, are rallying to THE DAILY NEWS, so that it made more money in September last than during any September in its existence.

THE DES MOINES NEWS, Sunday, Oct. 19, published 563 Want Advertisements, the largest number which has ever appeared in any single issue of a Des Moines newspaper.

Every week witnesses a large increase in this class of advertisements.

THE DES MOINES DAILY NEWS has the largest circulation of any newspaper in the world published in any city of less than 100,000 population. No other State is covered so completely by one newspaper as Iowa is covered by THE DAILY NEWS. It goes to every postoffice in the State.

Daily average circulation for September, 38,788.

"THE GOOD LUCK PAPERS"



Foreign Advertising Dept.

B. D. BUTLER,
Manager.

New York, 52 Tribune Bldg.,
JAS. F. ANTISDEL.

Chicago, 705-7 Boyce Bldg.,
CHAS. D. BERTOLET.

THE following is a list of *General Advertisers* in the East *who are reaching Pacific Coast patronage* through CALL ads. It's a pretty long list, but not quite complete yet.

IS YOUR NAME IN IT?

IF NOT, WHY NOT?

You don't imagine that all or any of these people are paying us large sums annually just for fun. If CALL ads pay them,

CALL ADS WILL PAY YOU.

There are 60,000 CALL subscribers you can't reach any other way. Don't you care to reach them?

*Foreign
advertising
in the
San Francisco
CALL
during 1901
exceeded
by 70 per cent
that of 1900.*

*60,000
circulation
in the homes
tells the
story.*

American Tobacco Company.
Altenheim Med. Dispensary.
Apollinaris.
Anheuser-Busch Brewing Assn.
Bon Ami.
Bowen-Merrill Co.
Bradfield Regulator Co.
Bull's Cough Syrup.
Chichester Chemical Co.
Cook Remedy Co.
Carter Medicine Co.
Celestins Vichy.
Columbia Scientific Academy.
Carrara Paint Co.
Coke Dandruff Cure.
Duffy's Whiskey.
Dodd, Mead & Co.
Dry Monopole Champagne.
Evans Chemical Co.
Electro Chemic Institute.
Fougera & Co.
Fallopia-Lynn Co.
Force Food Co.
Fairbanks & Co.
Foster, Milburn & Co.
Globe Publishing Co.
Humphrey's Med. Co.
Hartshorn Rollers.
Hunyadi.
Hostetter & Co.
Hunter Whiskey.
Himrod Mfg. Co.
Harper & Bros.
Herpicide.
Hood's Sarsaparilla.
International Navigation Co.
Johnston, Holloway & Co.

*Foreign
advertising
in the
San Francisco
CALL
during
October, 1902,
exceeded
that of
any month in
the
history
of the paper.*

*60,000
circulation
in the homes
tells the
story.*

Knapp Med. Co.
Kilmer & Co.
Laird & Lee.
Lothrop Pub. Co.
Liebig & Co.
L. F. Page.
Lyon's Tooth Powder.
Lalance & Grosjean.
Mellin's Food.
Malta Vita.
Miles Medical Co.
Mumm & Co.
Munyon's Remedy Co.
Parker & Co.
Potter Drug & Chemical Corp.
Piso Consumption Cure.
Pears Soap.
Prof. Haines.
Prof. Kellogg.
Prof. Rogers.
Prof. Haig.
Pyramid Drug Co.
Physicians' Institute.
Peruna.
Pinkham Med. Co.
Pabst Brewing Co.
Paris Medicine Co.
Postum Cereal Co.
Radway & Co.
Royal Baking Powder Co.
Ripans Tabules.
Robinson Pub. Co.
Rumford Chemical Co.
Regal Shoes.
Smart Set.
Sterling Remedy Co.
Stuart Remedy Co.
Swift Specific Co.
Schlitz Brewing Co.
Sorosio Shoes.
State Medical Institute.
Town Topics.
Theo. Noel.
Von Mohl Co.
Wells, Richardson & Co.
Warner's Safe Cure.
World's Dispensary.
Winchester Arms.
Wilson Whiskey.
Walter Baker & Co.

Write for advertising rates.

JOHN D. SPRECKELS, Proprietor,
W. S. LEAKE, Manager, San Francisco, Cal.

STEPHEN B. SMITH,
Advertising Representative,
30 Tribune Bldg., New York.

C. GEORGE KROGNESS
Advertising Representative,
Marquette Bldg., Chicago, Ill.

AN EXTENSIVE SILVERWARE CAMPAIGN.

The ads reproduced herewith are part of a series that the Gorham Company will run in dailies throughout the United States during the coming year. The campaign is under the supervision of Mr. William N. Lecato, of that firm, while Frank Presbrey has selected the mediums and is doing the placing. At least two leading papers will be used in every city of 25,000 population. The \$75,000 appropriation is the largest that has ever been spent to advertise silverware in dailies.

The Gorham Company has a reg-

ling silver, being, therefore, an original and individual production. With such range it is well nigh impossible to exploit specific articles. Even in magazines, with their superior presswork, it is difficult to show goods by means of halftones, and in the average daily newspaper any attempt to print pictures would be more in the nature of caricature than of representation. These limitations make the campaign unique. The object is to reach people who ordinarily buy silver-plated ware, as well as those who buy sterling silver, and the company wishes to convince the former class that sterling productions of the finest workmanship are really much cheaper

"True art is not the
price of this or that
individual"

—Massini

It is from individual caprice
or the mere fleeting fashion
of the moment that

Gorham Silver

is markedly free. True
artistic feeling in design,
excellence of
workmanship and sterling
quality of material
can never go out of
fashion. These can always
be relied upon as
being present when silverware
bears the Gorham
trade-mark, the
Lion, the Anchor and
the Ⓔ



All
responsible
jewelers
keep it

Paul Revere

To his contemporaries, the
hero of the "midnight ride"
was notable rather as the
expert silversmith. The traditions
of his craft were followed
by that

GORHAM

who gave his name to
the Gorham Co., and
the traditions of sound
workmanship, honest
quality and tasteful
design have been carried
on to the present day.
In time to come the
Gorham trade-mark,
the Lion, the Anchor
and the Ⓔ will be as
eagerly looked for as
is "Revere" by collectors
of our own day.



All
responsible
jewelers
keep
Gorham
Silverware

"It is good news,
worthy of all acceptance;
and yet not too
good to be true"

—Matthew Henry

It may be news to some, and
if so it is certainly worthy of
all acceptance, that

Gorham Silver

may be obtainable at a
price no greater than
that demanded for the
indifferent productions
of anonymous makers.
In selecting Gorham
silverware the assurance
is gained of refined
design, admirable
workmanship and sterling
quality of material.
The trade-mark implies
all these.



All
responsible
jewelers
keep it

ular annual appropriation of from \$60,000 to \$75,000 which goes into magazines, fine literature and similar mediums, but in addition to this steady publicity Mr. Lecato also conducts occasional newspaper campaigns to stimulate trade for the retailers who handle Gorham products. These products have a wide range both in design and price. In the same factory, filled with modern machinery, that makes the plainest silver teaspoon is a group of hand-workers who make the company's celebrated Martele ware, each piece of which is hammered from a lump of ster-

than any imitation, when wearing quality and artistic value are considered. The folks who buy silver-plated ware are of the class sometimes called the "masses," and advertisers usually appeal to them through publicity that is decidedly "yellow." The Gorham Company cannot resort to undignified methods, however, so it uses the daily papers that reach this class and appeals to them with ads that are wholly in good taste. A similar campaign was conducted in 1895. It included 200 dailies, and comprised 104 ads, printed twice a week. The present campaign is to

last twelve months beginning with October 10, but the ads will be run daily, those shown here being alternated with others for Gorham Silver Polish, a preparation which the company lately began advertising in a general way. The former campaign exploited seasonable articles such as wedding gifts in June, Christmas gifts, cups and trophies during the season for outdoor sports, and so forth. The present series deals almost exclusively with generalities, exploiting the Gorham name, trademark and policy. The ads themselves, which will occupy an average of five inches single column, were written and designed by Mr. Horace Townsend, who is a connoisseur in silver and art objects, as well as a collector and a writer upon art topics. The series has been prepared with expert knowledge of the goods, and Mr. Townsend has taken the essay as his model, giving little talks upon silver and art in general. Each ad is hinged upon a quotation. These give a literary flavor, for one thing, and as they are selected with an eye to excerpts that will not suggest "Bartlett's Familiar Quotations," will be likely to interest persons of taste and reading. For another detail, the quotations give the ads the cumulative effect of a series. This is an important point in a campaign of this nature. Too many adwriters neglect it, losing cumulative effect and producing merely a succession of detached arguments. The quotations, once they have interested a reader who ought to know about Gorham silver, will be practically certain to

attract him again and again. The line of argument has necessarily been somewhat narrow, but has been admirable diversified. Great care has been given to typographical dress, and the series as a whole is unique. Each ad is tasteful, and well balanced, with fine proportions of black and white. It is presumed that the clientele to which the series will appeal is composed of persons of refinement and discrimination, though not necessarily rich, and the ads are all directed to sending them to inspect the local dealers' stock. Each city in which the ads will appear has one or more retail jewellers who carry an extensive line of Gorham products.

MAKES THE AD PERSONAL.

The Meyer Store, of St. Louis, has been running small single column newspaper ads of a unique character. The heading of the series is "Good Morning," in fac-simile of hand writing with an arrow running through the words. Underneath this heading there is another heading, also in fac-simile of hand writing, which is changed every day. The idea of these headings is to attract the attention of a different class of people with each advertisement. For instance, one heading, is "Good morning, Mr. Way-up-town"; another is "Mr. Investor"; another is "Mr. Bookkeeper"; another is "Mr. Officeman"; another is "Mr. Poorshoes"; and so on to the number of perhaps thirty or forty different headings. Of course, the story is changed with each heading so as to fit the particular class of individuals addressed. This is a new idea and seems like a good one.—*Current Advertising.*

"BRAINY."

At an inquest yesterday one of the intelligent jurymen stopped a doctor in his evidence to inquire if "cerebral hemorrhage" was anything Mr. Blank had been eating. He was one of those fellows who will stand no rot, and want things called by their simple names: "You can't take me in, not you!" sort of man.—*London Globe.*

SHORT ADS.

The classified columns of THE EVENING STAR bring quick and sure results. If it is Help or Agents Wanted one cent a word covers the investment. THE EVENING STAR has more short ads than the other daily papers combined.

M. LEE STARKE,

Tribune Building, New York.

Tribune Building, Chicago.

PICTURES BY WIRE.

The picture reproduced here is taken from the *New York World*. It was sent many miles by means of the electrograph. The electrograph, which takes little more space than a typewriting machine,

ventors. The actual working value of the invention is for the reproduction of photographs such as newspapers every day use for illustration of their pages. From the photograph of a man, for instance, a half-tone plate of somewhat coarse mesh is made. This is bent into a half-



is the invention of H. R. Palmer, a young mechanical engineer of Cleveland, O., and Thomas Mills, a practical electrician. It represents five years of patient labor by them, and many more years of experimenting by other ambitious in-

ventors. The actual working value of the invention is for the reproduction of photographs such as newspapers every day use for illustration of their pages. From the photograph of a man, for instance, a half-tone plate of somewhat coarse mesh is made. This is bent into a half-

(Continued on page 16.)

\$10,000.00 REWARD!

Money Talks—The St. Louis Chronicle Submits Some Interesting Offers, Backed With Money.

To the first person or persons who can prove any of the following statements to be untrue The St. Louis Chronicle will pay the rewards named below to any charitable organization Mayor Rolla Wells may designate:

\$1,000 Reward if The St. Louis Chronicle did not announce the surrender of Boodler Murrell before the Post-Dispatch and Star.

\$1,000 Reward if The St. Louis Chronicle did not announce the capture of Julius Lehmann before the Post-Dispatch and Star.

\$1,000 Reward if The St. Louis Chronicle did not publish the first authorized and authentic picture of the Queen of the Veiled Prophet Ball.

\$1,000 Reward if the St. Louis Chronicle did not announce the plans of the two new proposed elevated railways for St. Louis before the Post-Dispatch and Star.

\$1,000 Reward if The St. Louis Chronicle did not publish the news of President Roosevelt's illness at Indianapolis before the Post-Dispatch and Star.

\$1,000 Reward if The St. Louis Chronicle did not print 5,000 more news items on week days during September than the Post-Dispatch.

\$1,000 Reward if the St. Louis Chronicle did not print 7,000 more news items on week days during September than did the Star.

\$1,000 Reward if The St. Louis Chronicle does not print more exclusive news items on week days than the Post-Dispatch and Star combined.

\$1,000 Reward if The St. Louis Chronicle does not have more exclusive readers than the Post-Dispatch or Star.

\$1,000 Reward if The St. Louis Chronicle ever knowingly deceived its readers.

Remember, The St. Louis Chronicle will pay \$10,000 to any charitable organization Mayor Rolla Wells may name if any person or persons can prove that all the statements made above are not true, or will give \$1,000 to any charitable organization named by Mayor Rolla Wells if any one of the above statements can be proven untrue.

**The St. Louis Chronicle to-day is vastly different in appearance
to The St. Louis Chronicle of six months ago.**

The St. Louis Chronicle now has:

*The brightest and most attractive editorial page of any newspaper in the world.
A sporting page that is different and more entertaining than that of the Post-Dispatch or Star.*

New Type, New Ideas, New Methods.

A market page that contains a complete and accurate report of the financial, grain and general market news.

The Chronicle now leads all other afternoon papers in St. Louis.

The St. Louis Chronicle, with The Cincinnati Post, Cleveland Press and Covington (Ky.) Post, make up the Scripps-McRae League. Information furnished by

D. J. RANDALL,
53 TRIBUNE BUILDING,
NEW YORK.

I. S. WALLIS,
106 HARTFORD BUILDING,
CHICAGO, ILL.

power of a small dynamo, and the pin is placed to touch the plate lightly. Passing over the wax, the pin comes in contact with only the higher portions of the plate and an electrical connection is established. These interrupted connections may be compared to the dots and dashes of the Morse code and are transmitted like that code. At the other end of the wire a similar cylinder revolves in unison with that at the sending point. To a device like that, which holds the common pin, is attached a steel pen which is automatically fed with ink. When the pin touches a high point on the halftone plate, the pen touches the artist's paper on the receiving cylinder, and writes there an exact reproduction of the coarse lines of the halftone, with white spaces corresponding to the waxed parts of the plate. The resulting picture on the paper, in black ink, looks on close scrutiny, to be a rough and impressionist sketch of somewhat vague design; but held at a distance of a few feet, it takes shape and meaning, and is in effect a perfect picture. When it goes through the familiar process of photo engraving, like any photograph of pen-and-ink sketch, the resulting halftone plate prints cleanly and strongly in a newspaper. The halftone plate used in transmission in this instance has repeated the photographic reproduction already some two hundred times. There is said to be no limit to the number of pictures that can be thus made from one plate, so that newspapers over all the country may be supplied hour after hour with the features of a man. Successful tests have been made between Chicago and St. Louis. An important thing to know is that these instruments can be connected with any telegraph or cable wire in a few minutes, and as easily disconnected. Newspaper correspondents can telegraph illustrations to accompany their dispatches; military commanders may send war maps; travellers may be identified by their likeness, and the police may transmit a photograph from a rogues' gallery to hold a criminal in a distant city.

ADVERTISING, NERVE, INFLUENCE, RESULTS AND OTHER THINGS.

No mystery about it.

When you see a man getting rich by advertising, you can bet there are brains at work. It is brains that makes advertising pay—not mystery. Brains are not the whole thing either; it takes nerve to make much of a success of advertising. You have got to be able to spend thirty cents or so without seeing any apparent results from the investment. Then you may have to spend some more, and still be shy on results. Then if you show yourself a "quitter," the "stuff's off;" you've wasted your money and advertising to you is a deep, unsolvable mystery. The man who is fortified with the knowledge that it takes money to make money; the man who realizes that small returns only can accrue to a small investment, and that the larger the investment, the greater will be the returns, is the man who is likely to make a success of advertising. The worst kind of advertising may bring some quick returns, while the best advertising may produce absolutely no immediate results.

The reason is plain: Some great, unseen, universal force which is constantly at work, is possessed of that power known as "influence." By it men's minds are more or less governed. So that while to-day you may feel the absolute need of some certain thing, to-morrow you will wonder what foolish whim possessed you to cause you to imagine that you ever needed it. To-day the mind may be in a receptive mood; to-morrow, non-receptive. Thus it seems quite plain that the greatest essential to success in advertising is persistence.—*Northwestern Druggist.*

NEWSPAPER HEADING ILLUSTRATED.



"MALE HELP WANTED."

BROKEN.

The big lockout against the Milwaukee Journal by five large local advertisers was broken last week by the Boston Store returning its business after being out of the paper for over two years on account of rates.

The Journal recently declined a contract offered by Gimbel Brothers, for a page a day for one year at a rate over 40 per cent higher than the same offer was accepted by another evening paper. If The Journal would accept local advertising at a rate 40 per cent higher than does its competitor which is boasting so much about the amount of space it is carrying, that paper's space showing in comparison would look just about the size of its advertising rate to Gimbel Brothers: 30 cents.

But the Journal is not interested in how much space another paper carries when a paper can afford to sell its space at such rates. The Journal cannot afford to do so, and outside advertisers in the future as in the past can rest assured that they are getting more for their money when they patronize The Journal than it is possible for them to obtain in any other manner when advertising in this section, for the *paid city circulation alone* of The Journal is larger than is the *paid total circulation* of either of the other evening papers.

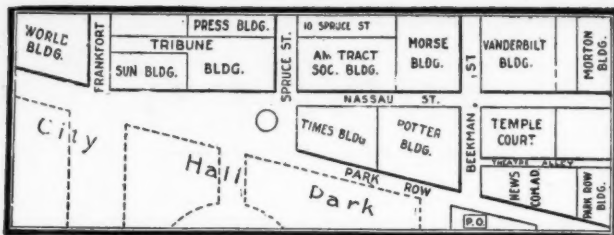
The Journal's classified ads are growing fast in numbers because people everywhere are using them and getting results.

2 lines, 2 times, 2 bits.

The Journal Company.

STEPHEN B. SMITH,
30 Tribune Bldg.,
New York City, N. Y.

C. D. BERTOLET,
705-707 Boyce Bldg.,
Chicago, Ill.



THE ADVERTISING CENTER OF NEW YORK.

The general advertising agencies having business homes in the section shown on this chart are, with a few other concerns allied to newspaper publishers' interests, as follows:

Tribune Building—Andrew Cone, 89; Paul E. Derrick Advertising agency, 134-136; E. T. Howard, 127; W. H. H. Hull, 60-62; Charles Meyen & Co., 36; Mergenthaler Linotype company, 108-116.

World Building—Henry W. Fairfax, 79; M. Heimerdinger, 44; M. A. Kraus, 63.

Times Building—L. H. Crall, 22-24; Frank S. Smith, 51; J. Walter Thompson, 25-27; William A. Moll Advertising agency, 42; L. V. Urmy, 194-195; Meta Volkman, 197; M. C. Weil, 108.

No. 10 Spruce street—George P. Rowell Advertising Agency.

Temple Court—A. A. Anderson, 833-834; Banning Advertising Agency, 611; Henry S. Chandler, 629; Charles H. Fuller's Advertising Agency, 500-504; M. M. Gillman, 633; Goss Printing Press Co., 312; J. Frank Hackstaff Company, 500; Joseph Lowenherz, 333; Publishers' Commercial Union, 817; J. A. Richards, 614; M. J. Shaughnessy, 626.

American Tract Society Building—J. W. Barber, 1725; John P. Craighead, 1812; Edward H. Haven, 824; Lord & Thomas, 1018; Walter J. Lee, 1609; Frank B. White, 915.

Potter Building—American Newspaper Publishers' Association, 322-325; George Batten & Co., 12-14-25-28; Babcock Printing Press Manufacturing Company, 56-59; Lyman D. Morse Advertising Agency, 6-9; C. E. Sherin Company, 88;

the Michle Press, 18-20; W. F. Simpson. Vanderbilt Building—Charles Austin Bates, 1411-1418; William Hicks, 313. Morton Building—E. B. Carrick, 1005; Cornelius Ironmonger, 1011-1012; New York Press Club, ninth floor.

Outside of the buildings located on the chart, but within a few minutes' walk of them are several other well known general advertising agents. Among them are: Dauchy & Co., 27 Park Place; the Frank Presbrey Company, 16 John street; Albert Frank & Co., 71 Broadway; W. W. Sharpe & Co., Nassau and Ann; A. R. Elliott, 68 West Broadway; Jules F. Storm, 189 Broadway; Rudolph Guenther, 108 Fulton; Pettingill & Co.'s New York Office, 120 Broadway.

Within the same range are a number of well-known advertisers, some whose names are as familiar as household words with the most of us; these, for example: The Royal Baking Powder Company, 100 William street; The Centaur Company, 77 Murray street; The Carter Medicine Company, 45 Murray street; the Omega Chemical Company, 246 Broadway; New York Condensed Milk Company, 71 Hudson street; the R. & G. Corset Company, 361 Broadway; Hall & Ruckel, 215 Washington street; the Humphrey Homeopathic Remedy Company, 113 William street; T. A. Slocum, 98 Pine street; the Himrod Manufacturing Company, 13 Vesey street; Radway & Co., 55 Elm street; Electro Silicon Company, 30 Cliff street; the Bon Ami Company, 100 William street; American Waltham Watch Company, 21 Maiden Lane; Charles N. Crittenden, 115 Fulton street; Scott & Bowne, 415 Pearl street; the Ripans Chemical Company, 10 Spruce street.—*Milwaukee Sentinel*.

LETTER WRITING AND AD- WRITING.

The letters of our forefathers were supposed to always begin, "I take my pen in hand to let you know that I am well, and hope to find you enjoying the same blessings," etc. A letter is now looked upon as a little pen chat, and we make our pen say to our friend what we would say were he or she sitting at our side. Why is it, then, that in adwriting the same rule cannot be observed? If a hundred persons were to write letters to a friend telling of an excursion which they had recently enjoyed all accounts would be very different. One would tell of the mammoth crowd, the music and the dancing on the boat; another would tell of meeting some friends and of the splendid time they had; another would

have discovered some odd characters in the crowd and would tell of their peculiar dress or behavior. Let the same hundred persons start to write an ad, and ninety-nine of them would fall into the rut of stereotyped adwriting, and the results of their efforts would not show any striking difference. The one man is a hundred who would frame a different story is the capable advertising man. He is the man who can take an old picture, and by putting it in a frame, secure for it new popularity. He is the man who can clothe the story of some trade event in new phraseology a half dozen different times. He is the man who can place the printed announcement on a plane beyond that of its competitors. He is the man who rises above mediocrity.—*Canadian Cigar and Tobacco Journal*.

THE**to****30,000 homes
TORONTO, CANADA****THE
Evening
Telegram**

goes to nearly 30,000 homes in
Toronto. This includes almost
the entire population who are
readers or money spenders.

**Actual
Circulation 29,543**

"One paper covers the field."

For rates and other information address

PERRY LUKENS, Jr.

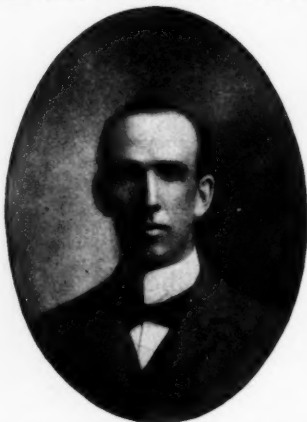
New York Representative,

Tribune Building,

New York.

REVIEW OF THE 1902 AD CONTEST.

Seven years ago the Little Schoolmaster offered a sterling silver vase for the advertisement which was considered the best in setting forth the reasons why business people should read and subscribe for **PRINTERS' INK**. The competition extended over the greater part of the year, and the activity which it aroused among professional and amateur adsmiths was very gratifying. An interesting outcome was the lasting benefit which it brought to a number of bright young men, who were elevated by it into conspicuous notice, and since that time have made ad-



EDWARD S. HANSON, Whitewater, Wis.
Aged 31.

vertising their business, and some of whom have been signally successful. The Little Schoolmaster, having often in the past stimulated mental activity by prizes, resolved to propose the first contest in the new century, and accordingly a similar competition opened on January 8th and extended over thirty-eight consecutive weeks, closing on September 24, 1902. The conditions which governed the contest called for any adsmith to write an advertisement which he believed was calculated to influence the reader of it to become possessed of a desire

to subscribe for and read **PRINTERS' INK**.

THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING.

An ad, so prepared, he had to insert in a periodical of some sort. After the ad appeared he had to mail proof of insertion by sending a clipping of the same and also a



JOHN A. KERSHAW, New York.
Aged 31.

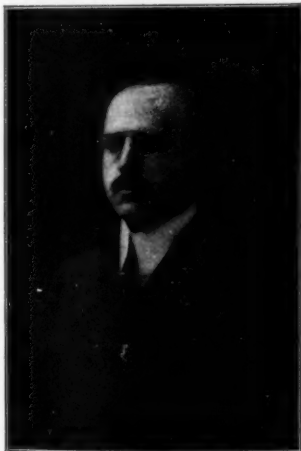
marked copy of the paper in which it had insertion to the editor of **PRINTERS' INK**. In acknowledgement of and partial payment for such an advertisement so submitted, a coupon was sent by return mail to the adsmith, good for a copy of **PRINTERS' INK** for one year, to any person whose name was written across the back of the coupon when returned for redemption. During each week of the competition a selection of the best ad for that particular week was made, and the advertisement itself was reproduced in **PRINTERS' INK**, together with the name of the adsmith who prepared it. The name and date of the paper in which it appeared were also published. Two additional coupons as stated above were mailed, one to the adsmith who prepared it and one to the advertising manager of the paper. This proceeding was observed until the contest closed. No one was barred

from taking part. Ad experts, editors, printers, business people, especially young men, were invited to compete. Mere wordings, fine



WOLSTAN DIXEY, New York.
Aged 40.

writing were not preferred to the rugged, homely expression of the less literary talent. True, strong,



S. F. DAILY, Indianapolis, Ind.
Aged 34.

virile statements of facts were wanted most. The principal one to be emphasized was, why a busi-

ness man, especially a young business man, should read **PRINTERS' INK.**

The carefully kept record of the competition discloses the following data: The total number of advertisements received in time for consideration, was six hundred and seventeen. These were written by three hundred and forty-one writers, appeared in three hundred and thirty-nine papers in thirty-nine States of this country. The only States not represented in the competition were Arkansas, Florida, Idaho, Montana, Nevada, North Dakota, Utah and Wyoming. Seventeen advertisements appeared in Canada, eleven in England, seven in South Africa and one in India. The total amount of space utilized



THAD. R. MANNING, Henderson, N. C.
Aged 46.

was 15,565 square inches. The total amount of circulation obtained was 1,913,000 copies. These circulation figures were computed from the American Newspaper Directory; the unit allowed to "JKL" papers for the purpose of this estimate was an average of 500 copies. Examining the character of the papers in which the ads had insertion, it appears that sixty-six are furnishing actual statements to the American Newspaper Directory, one hundred and three have letter ratings in that book and one

hundred and sixty are of the "JKL" category. No figures were obtainable from foreign papers and they are not included in the total circulation mentioned above. Among the three hundred and forty-one adsmiths, five are named Moore, four Clark, three Brown, three Jones, three Williams and strange to say, only two answer to the commonest of cognomens, Smith, but as one of these is an

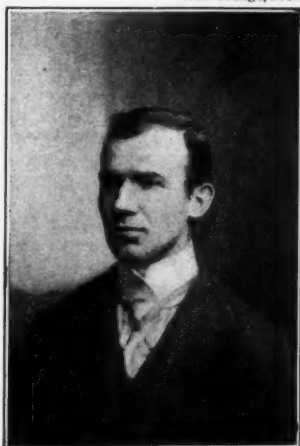


STARLING H. BUSSER, Saginaw, Mich.
Aged 29.

M. D., this may supply in quality what is lacking in quantity. The roll of honor of the thirty-eight adsmiths who won weekly prizes follows here in the range of their original award:

- 1—J. W. Brackett,
Editor *Maine Woods*,
Phillips, Me.
- 2—George W. Smith, M. D.,
Macon, Mo.
- 3—J. Harry Reed,
Rogers, O.
- 4—F. W. Decker,
Box 235, Atlantic City, N. J.
- 5—John H. Sinberg,
Care *Record*,
Philadelphia, Pa.
- 6—N. V. Woodcox,
Box 141,
McComb, O.
- 7—E. S. Hanson,
Editor *Register*,
Whitewater, Wis.
- 8—Alfred Edmondson,
10 Queen Street,
Morecambe, Eng.
- 9—S. H. Busser,
Adv. Mgr. *News*,
Saginaw, Mich.
- 10—John A. Kershaw,
American *Machinist*,
World Bldg., N. Y. City.

- 11—Geo. W. Wagenseller,
Editor *Post*,
Middleburgh, Pa.
- 12—G. Tyler Mairs,
765 Fourth Avenue,
Troy, N. Y.
- 13—J. E. Quinn,
Editor *Times*,
Ocean Grove, N. J.
- 14—F. E. Moynahan,
Editor *Mirror*,
Danvers, Mass.
- 15—Wolstan Dixey,
156 Fifth Avenue,
New York.
- 16—S. F. Dally,
Treasurer Williams Soap Mfg Co.,
1634 East Tenth Street,
Indianapolis, Ind.
- 17—Alfred Edmondson,
10 Queen Street,
Morecambe, Eng.
- 18—J. W. Brackett,
Editor *Maine Woods*,
Phillips, Me.
- 19—Geo. W. Wagenseller,
Editor *Post*,
Middleburgh, Pa.
- 20—W. C. Sinclair,
602 Lumber Exchange,
Minneapolis, Minn.
- 21—G. H. Clapp,
Adv. Agent,
Johannesburg, South Africa.
- 22—Ryerson W. Jennings,
1400 South Penn Square,
Philadelphia, Pa.
- 23—Thad. R. Manning,
Editor *Gold Leaf*,
Henderson, N. C.
- 24—B. Marshall,
422 Gregory Avenue,
West Orange, N. J.



OLIVER S. BALDWIN, Indianapolis, Ind.
Aged 31.

- 25—W. C. Sinclair,
602 Lumber Exchange,
Minneapolis, Minn.
- 26—J. L. Houston, Jr.,
Care *Daily News*,
Omaha, Neb.
- 27—Walter Dunkerly,
Care *Gazette*,
Taunton, Mass.
- 28—B. Marshall,
422 Gregory Avenue,
West Orange, N. J.
- 29—W. J. Woodin,
12 Reed Avenue, East,
Bowling Green, O.
- 30—S. H. Busser,
Ad. Mgr. *News*,
Saginaw, Mich.

- 31—Oliver S. Baldwin,
Care *Patriot*,
Lebanon, Ind.
- 32—H. F. Ruhl,
Druggist,
Manheim, Pa.
- 33—J. L. Houston, Jr.,
Care *Daily News*,
Omaha, Neb.
- 34—J. F. Lilly,
Box 1477,
Colorado Springs, Col.
- 35—W. H. Eastman,
East Sumner,
Maine.
- 36—W. D. Clausen,
Sec. American Biscuit Co.,
815 Battery Street,
San Francisco, Cal.
- 37—Philip J. Sullivan,
Thompsonville, Conn.
- 38—John A. Kershaw,
American Machinist,
World Building, N. Y. City.

- 28th Week—B. Marshall,
422 Gregory Avenue,
West Orange, N. J.
- 30th Week—S. H. Bussor,
Adv. Mgr. *Evening News*,
Saginaw, Mich.
- 31st Week—Oliver S. Baldwin,
Care *Patriot*,
Lebanon, Ind.
- 32d Week—H. F. Ruhl,
Druggist,
Manheim, Pa.
- 33th Week—W. H. Eastman,
East Sumner, Me.
- 37th Week—Philip J. Sullivan,
Thompsonville, Conn.
- 38th Week—John A. Kershaw,
American Machinist,
World Building, N. Y. City.

It will be observed that Mr. John A. Kershaw, manager of the advertising department of *Power* and

The following enjoy the high distinction of winning two weekly prizes:

J. W. Brackett, Alfred Edmondson, S. H. Bussor, Geo. W. Wagenseller, W. C. Sinclair, B. Marshall, J. L. Houston, John A. Kershaw.

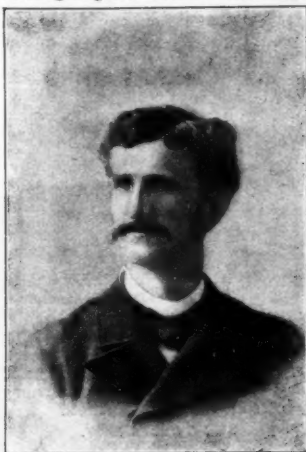
According to the original conditions of the contest, twelve advertisements had to be chosen out of the above thirty-eight weekly se-



HARRY F. RUHL, Manheim, Pa.
Aged 33.

lections which were deemed better than any other among that number. The Little Schoolmaster after a searching examination had made the following choice:

- 7th Week—E. S. Hanson,
Editor *Register*,
Whitewater, Wis.
- 10th Week—John A. Kershaw,
American Machinist,
World Bldg., N. Y. City.
- 18th Week—Wolstan Dixey,
156 Fifth Avenue,
New York.
- 14th Week—S. F. Daily,
Treas. Williams Soap Mfg Co.,
1624 East Tenth Street,
Indianapolis, Ind.
- 24 Week—Thad. R. Manning,
Editor *Gold Leaf*,
Henderson, N. C.

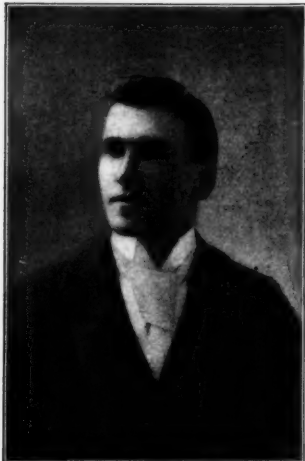


WELLINGTON H. EASTMAN, East Sumner,
Me. Aged 49.

of the *American Machinist*, World Building, New York City, enjoys the high honor of being the only adwriter who won two weekly awards and who also has the extraordinary distinction of having both of his efforts placed among the twelve best. The twenty-six ads which were submitted in the first, second, third, fourth, fifth, sixth, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, seventeenth, eighteenth, nineteenth, twentieth, twenty-first, twenty-second, twenty-fourth, twenty-fifth, twenty-sixth, twenty-seventh, twenty-ninth, thirty-third, thirty-fourth and thirty-sixth week were turned down.

As stipulated in the contest rules, the twelve best selections are here

reprinted, and half-tone portrait of their authors accompany this story. Although the type in which the ads are printed is small and clear, the intellectual treat of reading them



PHILIP JOSEPH SULLIVAN, Thompsonville, Conn. Aged 30.

is no mean one. The benefit to the reader who follows the advice offered therein is a lasting one; it may even happen to be the turning point to a lucrative position.

THE TWELVE BEST.

(7th Week.)

MAKE YOUR ADVERTISING EFFECTIVE.

PRINTERS' INK is a weekly magazine for advertisers. Its mission is to give them pointers as to what, when, where and how to advertise.

PRINTERS' INK publishes thoughtful articles from men who have built up large enterprises by advertising. Their experience will help you.

PRINTERS' INK gives a large number of "ready-made" ads. They are of value to every advertiser. PRINTERS' INK criticizes advertising from the standpoint of its business-bringing qualities.

PRINTERS' INK helps you make your advertising pay the largest return.

PRINTERS' INK puts you in touch with the best advertising mediums.

PRINTERS' INK is published at 10 Spruce Street, New York. Send five dollars for a year's subscription, or 10 cents for a sample copy.

Subscribe for PRINTERS' INK, "The Little School-master in the art of advertising."

(Written by E. S. Hanson, Editor and Manager of the Whitewater, Wis., Register.)

(10th Week.)

PRINTERS' INK.

PRINTERS' INK separates the wheat from the advertising chaff. It takes the entire crop of the advertising field, and sifts it carefully, giving its readers the clean grain—full, ripe kernels of the best of all that is best. It furnishes the advertising seed of ideas and methods for great harvests of profits; indicates just which field is likely to produce the largest crop, and how best to sow and cultivate it.

PRINTERS' INK is a weekly journal for advertisers and business men generally. It is independent, aggressive, and has no hobby but to add all it can to the sum total of good advertising.

ing. It has no room for exploded theories—not a line of space for the promulgation of questionable schemes. Its editors and contributors are men of practical experience—men who have sold goods from behind the counter, on the road and through newspapers, billboards, and every other legitimate method of public sale.

The advertising managers of the great department stores contribute to its columns from their wealth of experience. The country storekeeper adds his mite. The president of a big corporation, made wealthy by the good advertising of good goods, tells his story of successes and failures and the reasons for them, side by side with an account of some clever advertising scheme of a street pedlar.

PRINTERS' INK is as necessary to the young man who is in business, or who hopes to be, as is Blackstone to the student of law. To old experienced business men, it is an inspiration to better advertising and improved business methods.

PRINTERS' INK is 10 cents per copy, or \$5.00 for fifty-two consecutive numbers. A single copy may be easily worth the price of a year's subscription. Remit direct to the publishers, GEO. P. ROWELL & CO., 10 Spruce St., New York City.

(Written by John A. Kershaw, American Machinist, World Bldg., New York.)

(15th Week.)

A LETTER TO A YOUNG BUSINESS MAN.

By WOLSTAN DIXEY.

Advertising Manager of the Library Bureau, of Boston, New York, Chicago, Philadelphia, Washington, London.

DEAR SIR—You ask me how much I think a knowledge of advertising is worth to a young business man and what I think of PRINTERS' INK.

Advertising is, of course, a necessary part of every business, and whatever line you are in a knowledge of advertising will largely increase your chance of success.

PRINTERS' INK is the most practical of the magazines devoted to advertising. It takes an all-round view of the subject, and gives more real help than any other publication I know of. I have found this so in my own business.

I first began to read PRINTERS' INK when I was an editor on the New York School Journal, and I have continued to read and gather useful suggestions from it in my work as advertising manager of the Engineering Magazine, the National Cash Register Company and the Library Bureau, and in my own business of advertising specialist.

The secret of successful advertising is in making it a part of the business it represents. The editors of PRINTERS' INK understand this and fill their magazine with ideas that get right at the meat of the matter, and teach you good advertising and good business at the same time.

You will find in its columns the experience of successful men described by themselves, with their mistakes as well as their successes laid out like a map. This gives you the "lay of the land," as nothing else will do.

Good business ideas are the most valuable stock a young man can get hold of. PRINTERS' INK is packed full of them. If you are in earnest to succeed by modern business methods, don't stop to hem and haw over it. Sit down now and send in your five dollars to 10 Spruce St., New York, for a year's subscription to PRINTERS' INK. You can get a sample copy for ten cents, but you'd better subscribe for a year. It has a lot of matter in it for the money, and I give you my word it will pay you bigger and quicker dividends than all the newspaper gold mines and oil wells you can shake a stick at. It is a well of good ideas gushing every week. Yours very truly,

WOLSTAN DIXEY.

(Written by Wolstan Dixey, 530 Atlantic Avenue, Boston, Mass.)

(16th Week.)

THE SCIENCE OF ADVERTISING.

The Best Method of Acquiring a Knowledge of This Profitable Subject.

There is no other subject in the business world to-day that is attracting so much attention as advertising. The development of this new force in commerce within the past ten years has been something phenomenal, and it is a factor that is growing in importance every day. The knowledge and use of advertising has aided development of our vast commercial industries and has enabled the United States to occupy a foremost rank in the struggle now going on for the conquest of the world's commerce. It has enabled our merchants and manufacturers to amass fortunes within a few years that formerly required a lifetime of labor.

The science of advertising is the most profit-

able study a young man can take up at the present time. As a profession advertising finds its infancy, while no business man's education is considered complete to-day without a working knowledge of its principles. So great has been the demand for trained men in this line of work that a number of business colleges are now making preparations to add a department of advertising to their course of instruction. However, for the earnest student, there is no better way to become familiar with the principles of advertising and their practical application than by studying **PRINTERS' INK**, "The Little Schoolmaster in Advertising," as it is affectionately termed by its enthusiastic readers. It is a weekly paper devoted to the science and principles of advertising, and each issue is in itself a text book on this fascinating subject. It is to-day, and has been for the past ten years, the recognized authority on all matters pertaining to advertising. The men who stand at the top of the advertising profession to-day frankly admit that they owe their success to its teachings, while thousands of business men freely bear testimony to the help and inspiration it has given them.

A young man just starting out in life could not make a more profitable investment than in a year's subscription to **PRINTERS' INK**, while to the man already in business the "Little Schoolmaster in Advertising" is an indispensable publication. Every issue is brimful of suggestion and advice for the improvement of his business, and a single column oftentimes contains more matter of value than the cost of an entire year's subscription. **PRINTERS' INK** is published every Wednesday in the year by George P. Rowell & Co., 10 Spruce St., New York City, at \$3 per year in advance or 10 cents for a sample.

(Written by S. F. Daily, 1634 East 10th St., Indianapolis, Ind.)

(23d Week.)

SUCCESS IN BUSINESS

Depends chiefly upon three things: The business itself. How it's conducted. How it's advertised.

The business being all right—the thing offered something the people want—demand may be created for it by intelligent, persistent advertising.

PRINTERS' INK, "The Little Schoolmaster in the Art of Advertising," will teach you how to do good advertising. It gives each week the accumulated experience of those who have become past masters in the school of advertising. Learn from them how to advertise—how to plan and display and do the right thing at the right time in the right way. Business men who study the methods and apply the teachings of **PRINTERS' INK** have joined the ranks of the successful. They call it their best friend. Let it be yours also. It is a money maker for the man who adopts it as his guide and text-book.

Nor is the ability to learn from it how to write good advertisements the only good thing about **PRINTERS' INK**. It publishes each week examples of good advertising—original, specially written and adapted to various lines of business, which will be found helpful to those who haven't the time or the disposition to write their own advertisements. And in the experience of others—practical and successful men who write for its columns or are interviewed by its bright representatives—much valuable information is given as to how to manage and develop a successful business. It tells you how not to advertise as well as how to advertise. There is as much in knowing how not to do a thing sometimes as there is in knowing how to do it. **PRINTERS' INK** teaches both the negative and positive sides of advertising.

Would you improve the efficiency of your advertising and increase your business? Become a student of the Little Schoolmaster. Fifty-two lessons a year, \$4.00 each lesson worth a whole year's schooling. Sample copy ten cents.

Address, with check, **GEO. P. ROWELL & Co.**, publishers, 10 Spruce St., New York City.
(Written by THAD. R. MANNING, care Gold Leaf, Henderson, N. C.)

(28th Week.)

MONEY—HOW YOUNG MEN CAN GET IT.

The first thing needed by a young man is knowledge.

To get knowledge, he requires experience or schooling, or both.

It is better to have both.

In school he can learn some things and in experience he can learn many things.

After that, to make money on what he knows—on what he can do—he must be able to tell the public about it in the most effective way.

That is called advertising.

How can a young lawyer get clients? How can a young doctor get patients?

How can a young blacksmith, or grocer, or carpenter, or architect, or any other young man in any trade or profession, attract customers?

By proper advertising, and he can't get them in any other way.

"Advertising" is a word as broad as a continent—a word that has no limits.

Advertising goes further than newspapers, or billboards, or street cars, or printed things of any nature.

Advertising is that subtle force that makes people and things known.

There is a profitable way to advertise anything or anybody.

What that way may be is very hard to foresee. Just what you should do may be radically different from what some one else should do.

Every young man must work out his own salvation in advertising.

No man can point out with certainty any infallible path.

The best counsel, however, should always be sought.

What others are doing in advertising—what has been done in the past—what is proposed in the future—these things a young man ought to know.

Knowing these things he will be better able to decide what to do himself.

In New York there has been published for many years a weekly magazine called **PRINTERS' INK** which is devoted exclusively to the art of advertising.

In this magazine the entire advertising field of the whole world is covered in a most entertaining and instructive manner.

Pages are devoted to advertising that is bringing in fortunes and still other pages of advertising that was a failure.

PRINTERS' INK treats upon ethical advertising, dignified advertising, sensational advertising, "curious" advertising, department store advertising, retail advertising, wholesale advertising, and every other form of advertising known to man.

It is a wonderfully clever publication for young men to read, and still it is just as useful and entertaining to the old stager as to the beginner.

The price of **PRINTERS' INK** is \$3 a year for 33 numbers.

A five-dollar bill thus invested might easily turn a young man in the direction of making a great fortune.

Send \$3 for a year's subscription to **PRINTERS' INK**, 10 Spruce St., New York.

(Written by B. Marshall, 423 Gregory Avenue, West Orange, N. J.)

(30th Week.)

HOW TO MAKE MORE MONEY IS THE ABRIDGED QUESTION. STUDY **PRINTERS' INK** AND LEARN HOW TO ADVERTISE—THAT'S THE ANSWER.

"American advertising is the best in the world. **PRINTERS' INK** has made it so."

Once you know how to advertise, you possess the key to success in business. Advertising is business promotion. This is an advertising age. To neglect proper publicity is to invite defeat and make easy the road for aggressive competition. There is a profitable way to advertise every business under the sun. To find the right method and successfully follow it up is the problem that confronts the head of every enterprise. It is right here that **PRINTERS' INK**, the journal for advertisers, is so valuable. It is a weekly text-book on the subject of advertising in its many forms and phases and has been of vast benefit to advertisers everywhere. It points the way to profitable advertising by taking its readers over paths that have led others on to fortune. It tells of successes. **PRINTERS' INK** is the guide to good advertising. There are countless money making ideas in every issue. To read it is to fan ambition's fires; to follow its teachings is to win success. Hundreds of prosperous business men everywhere acknowledge its inspiring power. Send a dime for a sample copy and you will understand why all this is so. Better still, send \$5.00 for a year's subscription and receive fifty-two fascinating lessons in 20th century business building.

GEO. P. ROWELL & Co., Publishers.
10 Spruce St., New York.

(Written by S. H. BURGER, care of News, Saginaw, Mich.)

(31st Week.)

DID YOU EVER SEE A COPY of the leading advertising journal of the world—the Little Schoolmaster in the Art of Advertising—**PRINTERS' INK**?

PRINTERS' INK is a weekly publication of 48 to 64 pages, devoted to timely topics pertaining to advertising—a publication that should go to every business office in the country and its contents carefully read by the merchant and advertiser. It deals with matters that come up in the preparation of all classes of advertising, and its scope of advice and criticism covers everything upon the how, when and where basis of advertising success or failure.

PRINTERS' INK will come to you fifty-two weeks for \$5, or 10 cents will get you a sample copy. Do not delay. Promptness in taking advantage of opportunities is one of the great essentials of advertising success. This may be the turning point of your business life, and, in any event, you will surely receive benefits worth many times the amount you invest. No other thing you can do will give you half as much real, practical, useful money-making business knowledge.

GEO. F. ROWELL & CO., 10 Spruce Street, New York.

(Written by OLIVER S. BALDWIN, care of *Patriot*, Lebanon, Ind.)

(3rd Week.)

THE BEST ADVERTISING SCHOOL.

There is a school teaching advertising by mail, with offices at 10 Spruce street, New York.

It is not called an advertising school; but it is without a doubt the best advertising school in existence.

This school is nothing more nor less than **PRINTERS' INK**, a weekly journal for advertisers. It deserves the well-earned title: *The Little Schoolmaster*.

For twelve or fifteen years **PRINTERS' INK** has been the recognized authority on good advertising throughout the whole civilized world.

PRINTERS' INK is so valuable to the business man, because:

It teaches the underlying principles of advertising.

It distinguishes between good and bad advertising.

It teaches good display.

It teaches retail, wholesale, department store, mail order and every other kind of advertising.

It tells why some advertising has been successful and why some has failed.

It teaches sound business principles.

It describes the world's best window displays.

If you are engaged in business of any kind you can't invest \$5 more profitably than by subscribing for **PRINTERS' INK**.

Many a single idea will be worth more than the subscription price.

PRINTERS' INK easily slips in your coat pocket—the busy man can read it at odd moments as when waiting for a car, a shave, etc.

Mr. Alfred G. Bauer, said: "PRINTERS' INK keeps you in touch with live men who do live things, and if you read it you are bound to catch the infection and become alive yourself."

10c. brings a sample copy—\$5 pays for 52 weeks.

PRINTERS' INK, 10 Spruce St., New York.
(Written by H. F. RUHL, Mannheim, Pa.)

(34th Week.)

AGAIN AND AGAIN

has "The Little Schoolmaster in the Art of Advertising" (as **PRINTERS' INK** has come to be known) been worth its weight in gold to the progressive advertiser. The old-time methods of advertising in vogue a generation ago are no longer adequate to the demands of the business world. In this era of hustle, bustle, narrow margins and close competition, the haphazard advertiser must go to the wall.

PRINTERS' INK teaches up-to-date Advertising Science, both from the theoretical and the practical standpoint. It is, in short, the recognized authority on the "What," "Who," "Where," and "When" of successful advertising.

The pioneer among advertising journals, it has ever kept the lead, and stands to-day, as it has stood for the past fourteen years, as pre-eminently *THE Journal for Advertisers*, not only in America, but in all the English-speaking world.

The price—10 cents per number, \$5 per year—is simply nominal, considering its intrinsic worth to the young or the old business man.

Published weekly by GEO. F. ROWELL & CO., 10 Spruce St., New York.

(Written by W. H. Eastman, East Sumner, Me.)

(37th Week.)

PRINTERS' INK A JOURNAL FOR ADVERTISERS

The reason why it is the best educator, counselor and friend of advertisers in the world is because the practical knowledge contained in

its columns, relating to business publicity, is of such a character as to be applicable to every variety of business.

Because, its columns are replete with bright, crisp and cheerful suggestions that are an inspiration and encouragement to the advertising merchant and student of publicity.

Because, its style is strong and vigorous, and it deals with problems in advertising in a simple, yet direct and forcible manner.

Because, it is the pioneer and leading exponent of the frank, fresh and breezy style of advertising in vogue to-day.

Because, in its business dealings it is straightforward and upright, and is the sworn enemy of false and misleading methods of publicity.

Because, it is unique, compact and attractive in its "get up," and costs but 10c. per copy, or \$5 a year.

Issued every Wednesday by GEO. F. ROWELL & Co., 10 Spruce Street, New York.

(Written by Philip J. Sullivan, Thompsonville, Conn.)

(38th Week.)

I KNOW A FELLOW WHO WAS COLLECTOR FOR A COUNTRY STORE.

At a weekly salary of \$5, when he first met **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising. He had no special interest in advertising, but read **PRINTERS' INK** just because there were good hard headed business talks in it—because it told of successes and failures in the use of a business force which was new to him, and gave the ways and wherefores in a way that was easy to understand. He began to get interested in the subject—borrowed **PRINTERS' INK** every week and sat up nights with it—didn't want to miss a line. Finally sent the proceeds of two days' hard work for a year's subscription.

He was advanced to the cashier's desk and to \$10 per week. He and the manager read **PRINTERS' INK** and discussed its teachings while the others were at lunch.

The manager told him to write a few ads. He tried, and some of his efforts were printed in the firm's regular space.

Then they put him at work on the books, put \$12 in his weekly envelope, and let him help out with the advertising.

He wrote ads for one or two of the smaller stores in other lines.

PRINTERS' INK reproduced them in its Ready-Made Ad Department with complimentary comments, and other advertisers in all parts of the country adapted them to their needs.

He took another step up the ladder—became advertising manager and second in command of a store employing thirty-five people. His pay envelope expanded again.

Then he wanted a wider field. Came to New York. Made himself known to one of **PRINTERS' INK**'s editors and got a letter of introduction to one of the foremost trade paper publishers in the city, who wanted an advertisement writer.

Submitted some ads. Got the job—and \$500 more a year.

He read **PRINTERS' INK** and worked like a nailer for a year or so, and the National Cash Register Co. offered him \$600 more per year to write advertising for them.

Told his employers about it and began to draw another \$10.00 per week the next Saturday.

His department grew—had to have an assistant, then two, then three—and an artist, and with them came more money.

He's only thirty-one now; there ought to be something in the future for him if he keeps at work and reads **PRINTERS' INK**.

But he has nearly doubled his salary since he came to New York, less than four years ago, and, after deducting a little for natural ability and a good deal for hard work, there still stands a very large balance to the credit of **PRINTERS' INK**.

No young business man can be as good a business man as he ought to be without reading **PRINTERS' INK**.

It covers every phase of advertising as it is covered by no other paper—matter, manner, methods, mediums—everything.

It illustrates and demonstrates as it goes along—shows good and bad advertising and tells why the one is good and the other bad.

PRINTERS' INK is intensely practical from the first P to the last period, and if it cost \$15 per year instead of \$5, it would still be a dividend payer of the highest order.

Ten cents sent to Geo. F. Rowell & Co., 10 Spruce St., New York, will bring a sample copy which will show why people are glad to pay \$5 per year for its weekly visits and justify my en.

thusiasm in this truthful tale of what PRINTERS' INK has done for a friend, who stands ready to verify my statements.

JOHN A. KERSHAW,
Manager Advertisement-Writing Department,
American-Machinist, Power, World Building,
New York.
(Written by John A. Kershaw, American Ma-
chinist, World Bldg., New York.)

These twelve advertisements will have further consideration in a future issue of PRINTERS' INK when the awards of the cash prizes will be made—with the exception of the one written by Mr. B. Marshall, 422 Gregory avenue, West Orange, N. J. It appeared in the twenty-eighth week of the contest. Mr. Marshall's refusal to comply with the original conditions which governed the prize competition caused the insertion of the following paragraph in PRINTERS' INK of October 22, 1902:

Among the competitors in the PRINTERS' INK prize contest for 1902 was one Mr. B. Marshall of 422 Gregory Ave., West Orange, N. J. The advertisements which Mr. Marshall submitted were uniformly excellent and twice he captured the weekly awards. One of his productions was found worthy of a place among the twelve best chosen from the thirty-eight weekly selections; but when Mr. Marshall was informed of this fact and asked to supply the photograph of himself in accordance with the terms of the competition as originally announced he writes that, although he feels flattered to know he was one of the chosen twelve, yet he wishes, for personal reasons, to be excused from complying with that condition which necessitates the sending of a photograph. On this account Mr. Marshall's chef d'oeuvre will fail to have further consideration with the other eleven, and the chances of his less retiring competitors will be thereby improved to the extent of one-twelfth. Mr. Marshall is evidently a man of unusual modesty. Possibly he has red hair, which photographs black and often transforms a blushing blonde into a black-browed brunette. PRINTERS' INK is sorry for him.

When the managing editor of PRINTERS' INK inaugurated the first prize competition for the new century in January last, he had inward conviction of its success and stood perhaps alone in his abiding faith—yet the results proved that the hundreds of faithful pupils of the Little Schoolmaster shared with him the love and loyalty to a publication which has often in the past helped many a young man to an honorable career in business life. And, in writing this summary, the editor wishes to express his sincere appreciation to all those who have helped to make the affair the success it proved to be. The words of thanks go out to successful competitors and unsuccessful ones alike. Perhaps with a

little more feeling to the latter. Honors were not given away easily. From the nature of the rules which governed the contest it may have happened that an inferior advertisement remained on file for further consideration, while a much better one was turned down, because it was submitted during a particular week in which a more than ordinary number of excellent ones were received. Yet rules had to be adopted and decisions made thereby. Unsuccessful competitors need not feel discouraged in the least. On the contrary they should feel that obstacles and disadvantages should spur them only to renewed activity. PRINTERS' INK is such an excellent publication and its merits have been so often and so ably extolled, that it is difficult indeed to say something in better chosen words and display it in such a manner as to pass the scrutiny of the "powers that are."

Compared with a similar prize competition which PRINTERS' INK held in 1895 the following not wholly uninteresting facts may be noted. The average quality of ads submitted was better in 1902. This would suggest that the teachings of the Little Schoolmaster have made progress. Adwriters, who carried off honors in 1895 also did so in this contest. Mr. Thad. R. Manning, editor of the *Gold Leaf*, Henderson, N. C., enjoys the distinction of having also been among the twelve best in the 1895 contest. The Little Schoolmaster remembers the names of some young men, who were first heard of by the advertising world at large through the former PRINTERS' INK contest, that now hold important positions, thus substantiating his assertion, that having one's meritorious work brought to public attention by PRINTERS' INK, is worth much more than the mere prizes obtained. The six hundred and seventeen ads which were submitted during the thirty-eight weeks were testimonials to the value of PRINTERS' INK in practical business life. All were apparently sincere. Many were cordial and had a ring of true thankfulness. Some were almost sublime in their faith and

adoration. The writer earnestly recommends to young men the reading and study of **PRINTERS' INK**. In whatever capacity you may be employed, it will help you to become a better employee. If you can't afford a year's subscription at once, buy a copy each week from the newsstand. If the newsdealer hasn't got it for sale, he will order it for you. If he doesn't, send a dime to this office and it will be promptly mailed to you. It costs only ten cents a week. An amount which most young men could easily spare by cutting it off from useless expenditures. To be sure **PRINTERS' INK** cannot make an adwriter out of a lazy, shiftless fellow. Yet it will wonderfully help that young man who is determined to help himself and who has an earnest desire to amount to something in business life. The profession of adwriting offers brilliant opportunities in the near future. It is not overcrowded. Able men are wanted everywhere. They get good salaries. A young clerk who makes himself familiar with advertising—that new force in mercantile life—cannot long be obscured. The study of **PRINTERS' INK** is the best school for prospective adwriters and the one which costs the least money and does the most practical good. No man ever read the Little Schoolmaster without mentally profiting thereby. It will put you in shape to take care of your opportunity when it does come. A wise young man does not merely patiently wait for the opportunity. He hastens toward it along the road of earnest and careful preparation.

In a subsequent issue **PRINTERS' INK** will announce the award of the cash prizes which will be paid to the writers of those three ads that were pronounced superior to either of the other nine in the group of the twelve best, viz.:

\$100 to the adsmith who produced the ad that is deemed the best of all.

\$50 to the adsmith who produced the ad that is second in merit.

\$25 to the adsmith who produced the ad that is third in merit.

In the meantime interested parties are recommended to carefully examine the twelve chosen advertisements reproduced in this issue

and make a mental note of the three that ought to be the prize winners. It will be interesting to observe how the judgment of each pupil is confirmed or overruled by the Little Schoolmaster's omniscience, for what he decides is best can not, in the nature of things, be anything less; still those who with poorer judgment find themselves unable to agree with the decisions finally announced may have a certain satisfaction in writing out their views for publication in later issues of **PRINTERS' INK**, all of which will have a tendency to promote a capacity to judge with accuracy of the comparative volume of good advertisements and those that are of an inferior grade of excellence.

A PUBLISHING HOUSE THAT HAS SUCCEEDED THROUGH WISE ADVERTISING.

In the first place the Bowen-Merrill company have given the publishing world some revelations in advertising, and the progressive publishing houses are rapidly falling in line with them. This firm first introduced extensive newspaper advertising of books, and still continues it. The success of the firm is the best of evidence that newspaper advertising pays.

In the second place, the Bowen-Merrill company introduced the advertisement of single books. Of course there used to be occasional brief announcements of some important work, but their plan of giving a large-sized advertisement to a single novel was unique, and it has proven attractive. In the third place the Bowen-Merrill company introduced illustration in book advertisements in newspapers, and that has been as beneficial to them as any other feature of their advertising. Advertisements are useless unless they are read, and illustrations attract the reader's attention.

In the fourth place the Bowen-Merrill company attributed their success to adherence to the proposition that "It does not pay to advertise a book unless you have a book to advertise." In other words, a book must have merit of its own, and they aim to print that kind of books. They say that a book may be given a sale by advertising, but unless it has merit the sales stop when the advertising stops, and the publishers' profit cannot come until the heavy advertising is over.

Another feature of their advertising is noteworthy. While other firms are cheapening the quality of their posters, and printing across the poster pictures, the Bowen-Merrill company is constantly making posters more handsome and elaborate and keeping the picture unmarred so that it may be framed if desired. Their maxim is, "To make a poster valuable, you should make it so valuable that nobody can afford to throw it away." That sounds like good business sense.—*Indianapolis Sentinel*.

THE WINDOW SELLS DIRECT.

There is keen rivalry among the heads of departments in the big stores for the windows.

Why?

Because they know that goods displayed in the windows sell quickly. They prefer windows to advertisements in the newspapers.

Because the results are quicker and surer.

Why?

Because showing an article will sell it more quickly than a printed description. Those druggists are short-sighted who do not fully utilize the best advertising medium in the land—their windows. They allow to lie dormant what the buyers for big department stores fight about. Window displays are not necessarily elaborate or expensive. Some of the most effective cost nothing, or next to nothing.—*From an ad of Hance Brothers & White, Philadelphia.*

THE SUCCESSFUL MAN.

He believes that strict integrity is the foundation to all legitimate business success. He places no limit to his ambition, since the field is free to all and work is the price of progress.

He pushes for more business in busy seasons and, if customers are scarce, still pursues.

He depends on his own exertions and abilities, and they reward his confidence.

He practices strict business economy and does not condescend to penuriousness.

He is not utterly defeated by defeat, nor careless from success.

He is honest, not only from policy, but from principle; he considers success, lacking self-approbation, as failure in disguise.

He pays promptly and collects as he pays, rather than pay as he collects.

He is courteous in manner and appreciates the commercial value of cordiality.

He thinks first and deeply; and speaks last and concisely.

He possesses executive ability to a degree which renders him appreciative of the valuable points in employees.

He is careful details, knowing that they are the mortar which binds his operations.

He realizes that the prime object of business is to make money, and he therefore refrains from extreme competition in prices.—*Business, Toronto.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

GOOD linotype operator open for engagement after Nov. 30. Go anywhere. "W. C. N.," 30 Sixth St., S. E., Washington, D. C.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Catalogues of cheap machinery for the manufacture of small articles. Address H. W. WOOD, Poste Restante, Pretoria, Transvaal, S. A.

WANTED—A growing magazine without a rival in its field, wants hustling advertising representative in all leading cities. Address "H. M. S.," care Printers' Ink.

WANTED—Position as manager or editor of daily in town of about 30,000. Printer, liberally educated, sober, steady, industrious. Experienced business and newspaper man. "DION," care Printers' Ink.

GENTLEMAN with 19 years' journalistic, literary and advertising experience seeks position with manufacturing concern, national advertiser or general advertising agency. "MANAGER," care Printers' Ink.

ALL newspaper circulation managers to write for prices and samples of the ten different books published by us and written by Murat Halstead. They make paying premiums. Over 6,000,000 sold. Enormous demand for his latest books. **THE DOMINION COMPANY**, Dept. D, Chicago.

TO NEWSPAPER PUBLISHERS—I have a holiday advertising plan for newspaper publishers that I have operated with great success and enormous profit for two consecutive years. Paid several times regular display rates. Large advertisers paid extra for choice positions and took large space, from \$30 down. Many "small" men, who advertise at no other time, took \$1 spaces. Will send description of plan on receipt of \$1. Express money order. No stamps. References on request. **F. PROBANDT**, 174 Harris Avenue, San Angelo, Texas; associate editor Press, correspondent Houston Post, St. Louis Republic, Chicago American, etc.

I WANT a position.

Am 39 years old and have had thirteen years' experience in printing, newspaper work and advertising.

Held several important positions as adwriter and manager.

Recently advertising manager of large Western corporation.

Now advertising manager of trade publication, but for personal reasons desire a quick change.

Familiar with agency methods, trade paper work, general business, mail order selling and card systems.

Thorough organizer, competent executive, able correspondent.

Terse, interesting writer; know something about most everything; well posted on the topics of the day and contemporary advertising and have a clear insight into banking and financial matters.

Possess brains, tact and energy and am not a mediocre man.

Would like to hear from anybody who can use my services.

Please be explicit and give particulars—salary and so on—to "ARGYLE," care of Printers' Ink

ADVERTISING MEDIA.

TRIAL inch ad, 6 mos., 50c.; 30 words, 5c. **12,000.** **INLAND REVIEW**, Akron, O.

THE CINCINNATI TRADE REVIEW reaches the general merchant. Write for rates.

25 CENTS per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass. 49,083. The Brockton **ENTERPRISE** covers the city.

35 WORDS, one month, 5c. classified column. Circulation 75,000. **FACTS AND FICTION**, 334 Dearborn St., Chicago.

50 C. a s. c. inch per month on yearly contracts. Circulation 2,500 semi-weekly. **TOWN TALK**, Ashland, Ore.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE Jacksonville, Fla., METROPOLIS is the leading daily newspaper in Florida. Guaranteed average sworn daily circulation, 7,314.

10,000 PREACHERS every month in about 7,000 towns & cities reached by (rates reasonable) **CURRENT ANECDOTES**, Cleveland, O.

TRADE PRESS LIST, Boston, shows through its compiled lists the trade publications of the world, under specific headings. A most valuable office reference.

REPUBLICAN AND HERALD (Winona) has the largest circulation of any daily in Minnesota outside of the Twin Cities and Duluth. Covers Southeastern Minnesota thoroughly.

ADVERTISERS' GUIDE, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 5th. A postal card request will bring sample.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

\$10 will pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application.

THE YOUNGSTOWN, O., VINDICATOR, leading newspaper in Eastern Ohio. Daily, Sunday and weekly. Circulation statements and rates for space of **LA COSTE & MAXWELL**, Nassau Beckman Bldg., N. Y. City.

THE NATIONAL FARMER AND STOCK GROWER is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Recent editions have ranged from 75,000 to 85,000 copies, and each edition in 1903 is guaranteed to be 100,000 copies or more. For advertising rates address any up-to-date agency, or the Publisher, **PHILIP H. HALE**, 416 Granite Bldg., St. Louis, Mo.

CAPS.

DANBURY HAT CO., N. Y.
Caps quick—any ad embroidered on.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited,
s. of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

ADVERTISING AGENTS.

TO Prospective Advertisers—The request for price lists having become so extensive, in future my confidential Special Offers will only be sent free to parties who place business through my agency. Any one in good faith desiring the lists can have them mailed postpaid for one year upon receipt of one dollar, which can be deducted from the first order sent for advertising to **STANLEY DAY**, New Market, N. J.

PRINTERS.

1,000 LINEN Letterheads, \$1.50; 5,000, \$6.—blue or black ink. Money back if dissatisfied. Samples of course. **HOBBSON PRESS**, Easton, Pa.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

LITHOGRAPHED bonds and certificates, requiring only additions to be made from type to complete them, carried in stock in many designs. Send for samples. **ALBERT E. KING & CO.**, Lithographers and Printers, 100 William St., New York.

A SMALL SPACE WELL USED

How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,
10 Spruce St., New York.

FOR SALE.

FOR SALE—**MILLIGAN HERALD**, Milligan, Santa Rosa Co., Fla. Price \$500. J. O. SHERBOMS.

THE CHARLOTTE NEWS and **TIMES-DEMOCRAT** have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the **Charlotte NEWS** at reasonable rates. It carries more advertising than any other North Carolina daily.

SPACE for sale in every issue of **FACTS AND FICTION** at 25c. per line. Circulation 75,000 monthly. It pulls results that pay. **FACTS AND FICTION**, Chicago.

FOR SALE—2 two-revolution Campbell presses—one 32x44 in. (bed size), the other 32x32; also a Chambers folder. **ROCHESTER ABEND-POST**, Rochester, N. Y.

FOR SALE—Good book bindery in town of 50,000 inhabitants. Most of machinery is new, with power. Will sell at bargain if sold before first of year. Good reason for selling. Inquire **BINGHAMTON BOOK BINDERY**, 45 Court St., Binghamton, N. Y.

BUSINESS OPPORTUNITIES.

ATTRACTIVE MONTHLY. Snug, promising, growing business; exclusive field; easy run. \$5,000. **EMERSON P. HARRIS**, 333 Broadway, New York.

STEREOTYPE OUTFITS.

COLD Simplex stereotyping outfits, \$13.50 up. Two engraving methods, with material, \$2.50. Foot-power circular saw, all iron, \$27. **HENRY KARRS**, 240 E. 33d St., New York.

CIRCULATION SYSTEMS.

YOUR canvass a money maker instead of an expense. New system, attractive proposition, results sure. Write for particulars. **C. E. HUCK CO.**, Syracuse, N. Y.

PRINTED CARDS.

75 C. 100 professional or visiting cards, leather case, postpaid. Samples free. **GILLILAND**, Printer, Tarentum, Pa.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$500, \$500, \$400, respectively. Apply to **GEO. P. ROWELL & CO.**, owners, on the premises.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

ADDRESSES AND ADDRESSING.

3,000 FRESH names and addresses \$1. Samples free. **F. C. VICTOR**, Indpls, Ind.

PREMIUMS.

MURAT HALSTEAD'S books have had remarkable sales. Over 6,000,000 sold in 6 years. Demand steadily increasing. We have published 10 different books by this author. Best of premiums for newspapers and wholesalers. Satisfactory prices. **THE DOMINION CO.**, Dept. D, Chicago.

RELIABLE goods are trade builders. Thousands of illustrated suggestions suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue, published annually since 1873, free. **S. F. MYERS CO.**, 43-50-52 Maiden Lane, N. Y.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE.
Sample copy 10 cents, New York City.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE
Printers' machinery, material and supplies.
Type from all foundries.
Estimates cheerfully furnished.
Quality above price.
CONNER, FENDLER & CO., N. Y. City.

COIN CARDS.

33 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

HALF-TONES.

BOOK and job half-tones. THE STANDARD
ENGRAVING CO., 41 Ann St., New York.

HALF-TONES for newspapers, coarse screens,
extra deep, single col. \$1; double, \$1.50.
Send the cash, we deliver. GRANT ENGRAV-
ING CO., 112-114 North Ninth St., Philadelphia, Pa.

CALENDARS.

MOST artistic line of advertising calendars
ever offered. Write for price list.
BASSETT & SUTPHIN
45 Beekman St., New York City.

ADVERTISING NOVELTIES.

DESK CLOCKS, bronze letter openers, ther-
mometers, etc. H. D. PHELPS, Ansonia, Ct.

BOUQUET SATCHET—Daintiest holiday souve-
nir. Ladies' trade—\$30 thousand. Three
styles mailed ten cents. W. S. CROWN, 230 West
14th St., New York.

18 FOR 1,000, \$30 for 2,000 Reciprocity Pus-
sies, with your advertisement on the
back. It has great accumulative advertising
force. E-JEFF CO., 28 School St., Boston, Mass.

ADVERTISING for newspapers and
merchants. Every ad sure of good display;
special position, top column. Circulation enormous.
Write for prices (they're cheap). ST. LOUIS
BUTTON CO., 630 N. Broadway, St. Louis, Mo.

BOOKS.

DEPARTMENT STORE DIRECTORY.
\$1 postpaid. 253 Broadway, New York.

WHY puzzle your brain writing ads when our
book, "1,500 Meaty Motives," almost does
it for you! A veritable storehouse of clever say-
ings, catchy headings and breezy bits of trade
talk. Suitable for any business. Price one dol-
lar. DEBEAR PUB. CO., 2100 Callow Ave., Balti-
more, Md.

MAKING A COUNTRY NEWSPAPER—Text-
book for newspaper makers. Worth its
weight in gold in practical instruction. Subjects
treated: the man, field, plant, paper, news, head-
lines, circulation, advertising, daily, law; how to
get news, advertising, circulation. No book like
it. Saves time, lessens worry, earns money. In-
dorsed by leading newspaper men. Bound in
cloth, \$1 postpaid. THE DOMINION COMPANY,
334 Dearborn St., Chicago.

UNUSUAL DEPARTMENT STORE OP-
PORTUNITY.

WE offer for sale the real estate, stock, good
will and fixtures of the largest, oldest es-
tablished and most profitable department store
business in the southern section of Philadelphia.
Been in operation for 50 years. The present
building is a four-story modern structure,
erected especially for the business and equipped
with steam heat, passenger elevator and modern
appliances generally. Arrangement of the most
satisfactory character will be made with a desir-
able applicant. The business is susceptible of
great development, and is well worth a careful
examination.

FELIX ISMAN,
604-606 Chestnut St.,
Philadelphia, Pa.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
quickest. Price \$12. F. J. VALENTINE,
Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

A D-RHYMES that have rhythm and life and
sense. PARL. Caxton Bldg., Buffalo.

BEST cuts and writing to advertise goods at re-
duced rates. Explain business for prices. THE ART
LEAGUE, New York.

IF you want to increase your MAIL ORDER
BUSINESS, write
SMITH, Box 1900, New York.

HENRY FERRIS, His [H] mark,
918-920 Drexel Building, Philadelphia.
Advertiser, designer, adviser. Specialty, me-
chanical advertising. Write for specimen.

ADWRITERS and designers should use this
column to increase their business. The
price is only 25 cents a line, being the cheapest
of any medium published, considering circula-
tion and influence. A number of the most suc-
cessful advertisers have won fame and fortune
through persistent use of this column. They
began small and kept at it. You may do like-
wise. Address orders, PRINTERS' INK, 10 Spruce
St., New York.

T THE TEST INFALLIBLE.
Actual Advertising is vastly more than a
mere bragging match. Whether a mechanical
measure is to be taken, an inch of performance
is worth an ell of his promises.

I make Catalogues, Booklets, Price Lists, Cir-
culars, Folders, Mailing Slips and Cards, News-
paper, Magazine and Trade Journal Ads., etc.,
etc., and I send out Samples of these to be mea-
sured with. I'd be glad to send you a lot if your
letter asking for them suggested possible busi-
ness for me. FRANCIS I. MAULE,
402 Sanson Street,
Philadelphia.

**THEORY AND PRACTICE OF ADVERTIS-
ING,** the only text book on the subject
in the world. It has just come from the press
and over five hundred copies have been sold.
There are fifty complete lessons and an appen-
dix covering all the salient principles of ad-
vertising used by the most successful advertisers
of the day. The book was written by a scholar who
was taught in the school of experience. It is
clear, concise and to the point. The subject is
condensed so that a busy man can master it in a
short time.

Any one who must prepare copy or plan ad-
vertising or who proposes to do so, should have
a copy of this book. Sent postpaid for seventy-
five cents. GEO. W. WAGENSELLER, A. M., Au-
thor, Middleburgh, Pa.

**"CHOCOLATE SYRUP: How to Make, Keep
and Serve It,"** is a mighty interesting,
factful little booklet sent out by J. H. Barker &
Co., Brooklyn. Chocolate syrup would seem rath-
er a commonplace and trifling soda fountain in-
gredient for which to write good advertising mat-
ter, but Edmund Bartlett, 150 Nassau street, New
York, has compiled a booklet that is profitable
reading for anyone who thinks that there is such
a thing under the sun as an uninteresting com-
modity. His treatise tells how the fat in choco-
late hurts its flavor, how this fat is extracted in
the Barker brand, how the full aroma of any
fountain chocolate must be brought out, how
mistakes are made in this process and the
syrup spoiled through the use of metal utensils,
how chocolate ferments in hot weather, how to
keep it fresh and prevent crystallization, how to
serve at the fountain, how to make various kinds
of soda and ice cream, with other information
that will be valued by druggists who run a soda
counter. This booklet is notable for concise ar-
rangement of its facts as well as little summaries
and footnotes that enable the reader to get the
drift of its story with even a superficial reading.
It is reinforced by colored folders offering a
sample of the chocolate to responsible persons.—
PRINTERS' INK, October 25th.

I prepare high grade advertising literature of
all kinds. I try to make my work so superlati-
vely good that it will stand head and shoulders
above the crowd. I would be glad to hear from
anyone who is looking for advertising that is
really worth while.

EDMUND BARTLETT,
150 Nassau St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advs. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10, SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, NOV. 5, 1902.

THERE is "nothing to arbitrate" between advertisers and the publishers who refuse to give guaranteed circulation statements.

THE retailer's advertisements should be brief, to the point and give prices. The same announcements should not be allowed to run over one week.

THE Spokane and Eastern Trust Company of Spokane, Wash., writes that it will be interested in the bank issue as a guide to do considerable advertising in the course of a year.

MESSRS. HANFORD & HORTON, booksellers and stationers, Middletown, N. Y., send a series of ads which are excellent. Some of them will appear in further issues of the Ready-Made Ad Department.

THE *Fourth Estate* offers a reward of a hundred dollars in cash for information which shall lead to the detection of the daily newspaper publisher of St. Louis that has been buying advertising agency directories at \$50 a copy, in order to evade the spirit of the agreement in effect since 1896 between the *Republic*, *Post-Dispatch* and *Globe-Democrat* that they will not advertise in *PRINTERS' INK* or any one of several dead or nearly dead publications enumerated. It might be pretty hard to get the proof specified but somebody who has had experience says it would be a good deal harder to get the hundred dollars.

SIR THOMAS LIPTON's persistency in striving to win the American cup shows the value of putting honesty and sincerity into one's publicity, and then securing a lot of publicity however that may be best done.

CORRESPONDENTS competent to write upon advertising real estate, railroads and steamship lines may communicate with the editor of *PRINTERS' INK*. Actual knowledge from experience or observation, terse style and common sense must be some of the earmarks of would-be contributors.

If Mr. H. H. Warner, editor of the *Eldora*, Colo., *Miner*, were not in need of Warner's Kidney Cure his nerves would not be so much disturbed by an offer from Scott & Bowne to pay \$6 net for inserting 287 inches of electrotyped advertisements in the *Miner*, with an average issue at all times of never less than 500 copies. After Mr. Warner has bought the Kidney Cure and a waste basket, life will appear more full of sunshine than it does at present.

THE growing importance of South Africa as a market for products of the United States is illustrated by some figures just received by the Treasury Bureau of Statistics. They show that the importations into Cape Colony, Natal, Delagoa Bay and Beira amounted last year to more than 150 million dollars, or nearly treble the total for a decade earlier. These figures are published by the British South African *Export Gazette*. They show that the imports of Cape Colony in 1901 were \$104,220,000; those of Natal, \$46,500,000; Delagoa Bay, \$993,374, and Beira, \$2,037,088; making a total of \$153,750,462. This is a marked increase over the imports of the preceding year and is two and a half times as much as the total for 1892, a decade earlier. The United States occupies second rank in the list of countries supplying South Africa, the largest being the United Kingdom.

WE advertise in *PRINTERS' INK* because we believe it pays us.—*The Pittsburg, Pa., Times*.

ONE of the early December issues of *Harper's Weekly* will be devoted to information concerning the resources and advantages of Dixieland. Southern railroads proposed the number, which will contain 88 pages of matter and include special articles upon Atlanta, Tampa, Mobile, New Orleans, Houston, Birmingham and Memphis.

THERE is a respectable number of excellent newspapers in this country. Some of them do as excellent advertising as they produce papers. Some don't advertise. All perhaps overlook the fact to make capital out of the opinions and endorsements of their readers. If a newspaper offered a fair sized cash prize for the best reasons why people should read their particular periodical, excellent material might be brought to light, new and original points, which are generally overlooked by those who are in the midst of their own limited horizon.

THE Little Schoolmaster's article upon the advertising of Mr. A. W. Smith, florist, Pittsburg, printed in the issue of October 22, brings a packet of attractive literature from J. P. Klausner & Co., 314 Columbus avenue, New York, who advertise along similar lines. As a "leader" this firm offers to fill fern dishes for a dollar, and each festal season of the year is marked by some novelty in flowers and prices. That for last Christmas was a Christmas bell made from Papier-Josephe, announced in a folder done in colors. Easter was a season for an exhibition of plants and cut flowers, advertised with an Easter card of appropriate design. The second anniversary of the store was made the occasion for another exhibition, while dainty matter that will appeal to women is sent out periodically. Most of the literature is well printed, each piece is different from the last, and there is always mention of some definite plant or flower that will interest readers and induce a call. What with decorative plants, the changes in flowers through the year and the many social functions requiring the ware and services of a florist, it would seem to be rather a pleasant task to advertise this line of business.

DANIEL APPLETON, of the New York publishing house, asserts that Pittsburg is the third book center in this country, New York being first, Chicago second. He did not specify where Boston and Philadelphia come in.

THE habit of country boys advancing to important positions with great enterprises should be a strong incentive for other country boys to better the advertising of their home towns. Those who markedly do so are in line for promotion to important stations in the advertising world.

It is of little consequence that a manufacturer has "the largest factory and employs the most modern methods" in his line of industry. The facts jobbers and retailers want to know are in what features his goods excel and how much more profit there is in them than in competing lines. These are the points to advertise. Make them with lucidity.

TOWNS, as well as merchants, must advertise in order to prosper. When a village is allowed to go out of public notice through lack of energy and enterprise, the decadence of that village has begun and nothing but well-directed advertising, backed by an infusion of new life, can restore that place to its original standing. Thus we find that the town that has the county fair each year, and improves it annually, becomes well known through that medium. The town that keeps its roads in good repair propagates an interest for itself among all who visit it.

THE next issue of PRINTERS' INK—Nov. 12, 1902—is the bankers' number—covering all important features of financial advertising, including banking by mail—an issue of unusual importance.

For sale on all news-stands of Manhattan Borough for 10 cents a copy.

"SAPOLIO" has again been vindicated. Enoch Morgan's Sons' Co. have just obtained an injunction against Whittier, Colburn & Co., perpetually restraining them from putting on the market a scouring soap under the brand of "Sapho." It was shown in the proceedings that this substitute was not only aimed to imitate Sapolio in name, but it was also put up in a package that closely resembled the genuine label.

SMART advertisers, including enterprising newspapers and other periodicals, adwriters, designers, printers, etc., should rivet their particular attention on the Little Schoolmaster's special issue of November 26, 1902, to 29,775 real estate dealers in the United States and Canada—making a total edition on that date of over forty-four thousand copies. Copy for insertions in that number must be received at this office on or before November 19, 1902.

THE third book in Mr. De Vinne's series on the practice of typography of which "Plain Printing Types" and "Correct Composition" have already been issued, is a volume called "Title Pages," that will be found most acceptable to practical printers, librarians, book-lovers, and to all who are interested in the making of books. The work was first written for and published by the Grolier Club of the City of New York, in February, 1901, in a limited edition for the members of that club only, and that edition is now out of print. To make it more acceptable to printers and to the general public, the part on the practice of title-page composition has been rewritten and provided with illustrations and comments that do not appear in the first edition. The book is divided into three parts; the first consisting of historical material, with illustrated chapters on the colophon, ornamented titles, early displayed titles, etc.; the second treats of the modern title-page, the selection of type and display of words, leading, spacing, etc.; and the third part, which is critical, comments upon various modern outgrowths.

EXPERIENCE comes high, but all advertisers must have it and must pay for it out of their own till.

THE practice of wholesalers to assist retailers in the advertising and sale of staple goods is now followed more and more by those firms who have a clear conception of the value of publicity. They frequently find, however, that the apathy and lack of true understanding on the part of the retailer nullifies to a certain extent, and often to a very large one, the best laid plans—plans which can only be successfully consummated if every link in the chain is helping to lift. All large concerns have this experience and a big percentage of their expenditure is practically lost for the reasons stated above. Advertising is a matter of growth and development with every business, be it large or small; retailers must be educated to it and they must be taught how to use this business force. There is no better way to teach the retailer the value of advertising but to have him read PRINTERS' INK, the journal for advertisers, which no man ever read without profiting thereby. To large firms the idea is recommended to subscribe for PRINTERS' INK for such a number of copies as they may need after having made a survey of the list of retailers with whom they deal. They may try a certain section of the country or a single State, as they may choose. Their traveling salesmen may be able to submit to them a roll of the most enterprising retailers they visit on their routes, and thus the plan may be tried under the most favorable auspices. The reading of PRINTERS' INK will gradually teach the retailer what advertising means, and the outlay for the yearly subscriptions will likely pay well. It will reduce the percentage of waste in the total appropriation spent for the purpose to assist retailers in their publicity, and it will quite likely produce just the results for which you had hoped. Wholesalers have now an unusual opportunity to subscribe to PRINTERS' INK for the benefit of their retailers by taking advantage of the clubbing offer on page 51.

ADVERTISING is as the seed which the farmer sows in the springtime. The sower does not know what the harvest will be. He knows that it will depend upon his care and upon the sunshine and rainfall. No advertiser can foreknow his harvest. But he should know that he will gather but little if he do not care for the seed of his sowing and follow it zealously.

WINDOW displays are powerful helps to trade, if they are attractive. In order to be effective they should not be effusive. Too many windows, like too many advertisements, are overcrowded and "messy." They are a jumble of all sorts of things. Their owners think they must place in them samples of everything carried in stock. It is better and far better to place in them a few attractions at a time, changing these daily, or certainly two or three times a week.

THE publisher of the Norfolk (Va.) *Dispatch* never kept an accurate account of his circulation until influenced to do so by the missionary work in PRINTERS' INK, which forced upon him the idea that such a practice was a good one for him to follow; and now he is printing nearly 7,000 copies daily, and believes that before the end of the year he will require more than eight, possibly nine, thousand to supply the increasing demand for his paper. It is wonderful how much good the Little Schoolmaster does the newspapers of this country whenever they pay close attention to his teachings.

THE best and most successful ad-writers are they who inform themselves most thoroughly concerning the subjects upon which they write. They must know that of which they write, or they can say nothing that will be effective. Knowledge is power in adwriting as in everything else. The more one knows about a subject the more he can tell about it. The gift of saying persuasive things is a necessity to good adwriting, but the convincingness will be lacking if the writer fail to inform himself thoroughly concerning the goods he is called upon to exploit.

THE fact that many of the merchant princes of to-day started business in a small way is an incentive to all who have the true spirit of success.

As the needle is itself naked, so the printer loves to worry along without good literature that advertises his own business. Catalogues, for example. Printers have been making catalogues, and figuring on catalogues, and praying that the good kind Fates would send them catalogue work ever since printing began. Yet printers seldom send out a booklet advertising their facilities for making catalogues—a booklet advertising the thing that they have to sell. Two such booklets are now at hand, however. The first, from George F. Buchanan & Company, Philadelphia, is called "Catalogue Making," and contains "some pertinent remarks, a few deductions and a number of handsome illustrations of how to properly do it." The pertinent remarks are taken from a recent article upon catalogues in PRINTERS' INK, the deductions are that this firm can fit the description of an ideal printer which that article contained, and the illustrations are fine halftones of machinery and other catalogue commodities, shown in various processes of drawing and engraving. "The Production of Catalogues" is from the Henry O. Shepard Company, Chicago, and contains similar matter exquisitely printed. Printers' booklets of this sort are capable of elaboration. The man who is making a catalogue or thinking about making one wants to know all about catalogues—oh, he wants to know very badly!—and the printer who supplies him with information in handy form and a plain, convincing way will stand the best chance of carrying the order away from those who merely bid for it.

No man ever read PRINTERS' INK without profiting thereby. Five years of future profit for ten dollars.

See special offer on page 51.

MEN skilled in oratory frame their speech so that it shall be within the comprehension of the least intelligent of their hearers. Thus they reach everybody. Advertisements should be written with the same thought and purpose. Not every one who has money to spend has a college training, or, even, has taken a high school course.

THE *Thresher World*, which is now published at 521 Wabash avenue, Chicago, was, some months ago, made the official organ of the Threshermen's National Protective Association, and it is said that the paper claims to have a circulation of over 20,000 copies. The editor of the American Newspaper Directory gives the *Thresher World* a "JKL" rating, which means circulation not exceeding a thousand copies. The difference may arise from diverse views about what constitutes circulation.

Of all men now directing large advertising operations there is no doubt that Messrs. Ellsworth and Rose, of the Force and H-O Companies, have the most decision and cool headed daring. The former spends most of his time at the Buffalo offices, but during brief visits to New York he sometimes approves advertising plans and printing specifications running far into the tens of thousands of dollars. The details of these operations are all carefully worked out by assistants, and with all data in hand Mr. Ellsworth approves or disapproves without many minutes' hesitation. It is said that the Force, Presto and H-O advertising have become so important that New York agents, special representatives, printers, publishers and the advertising interests generally become thoroughly excited upon Mr. Ellsworth's approach to the city, and that one can, by listening intently, hear him board the train at Buffalo and follow his entire trip down the State. The next novelty in Presto advertising will appear between November 15 and December 1, and will be not only a wholly new thing in advertising, but one that will add immeasurably to the gaiety of nations.

ADVERTISING is the fuel that feeds the fires of trade.

WHEN good advertising is supported by good goods and good management it pays.

Nor so very long ago the *Sun's* watchful correspondents were mooting that old question, "Does the unknown literary aspirant stand a chance for recognition?" They've settled this question in Pittsburgh. The *Leader* of that city not only undertakes to develop latent literary talent, but to pay for its productions when developed. The *Leader* desires short essays by unknown literary aspirants. The chief defect in the work of budding literary genius, as all editors know, is the lack of something to say. The *Leader* has remedied this defect in an ingenious manner. Each reader of the Sunday edition is given a picture—a colored reproduction of one of the world's famous paintings. Literate or illiterate, each reader gets one of these beautiful masterpieces, and it furnishes a subject upon which he is asked to write. The *Leader* wants little essays upon it—or the literary aspirant may send an epic poem, a five-act tragedy or a column of Sunday "fillers." Anything so it be a literary production. Nor is any previous literary training necessary for entrance to this contest, for the merit of each manuscript submitted is decided by a novel plan. Fortune herself sits in the critical chair. Each of the pictures given away bears a number, and twenty-two cash prizes are awarded to the compositions of those readers who hold pictures corresponding to numbers drawn from a hat. The wise, kindly editors of the *Leader* do not care a dogone whether aspirants have literary reputation or not. Each contestant has an opportunity to win a prize—not a chance, mark, but an opportunity. Consequently, the old problem of the unknown literary aspirant and his literature is no longer mooted in Pittsburgh, and the Sunday *Leader* is greatly benefited in its circulation. Surely, this is a great and impartial work, and must redound to the literary prestige of the City of Vulcan.

THE helping hand of advertising is always extended to those merchants who are ambitious to succeed.

A CORRESPONDENT writes: "One of the lessons sent out by the Page-Davis School of adwriting, at Chicago, is identical, word for word, with another sent out by the Correspondence Institute of America, of Scranton, Pa. Which is the imitator is a point of no importance. The lesson is called 'Ad-building and its connecting parts,' and aims to show how the adwriter lays out his plans as to what the ad is to contain before writing the actual matter of the advertisement."

AN advertising by mail school in Pennsylvania makes its students a proposition to solicit advertisements for a certain mazazine on which it offers them half the amount as commission. It assures them that aside from earning the money, this practice in advertising will enable the students to tell the prospective employer that their equipment has not been confined wholly to the school. The proposition is made as "confidential," so names may not be mentioned.

ONE of the most attractive fixtures in the office of a certain Chicago college of advertising is a young woman who, it is said, does much of the work of teaching students. This young woman was recently approached in a general, broad, disinterested way on the question of matrimony by a Chicago business man who, being married, is somewhat concerned with the subject himself. "I should think," he suggested, "that you would have exceptional opportunities to select a husband here, with so many young men graduating and—ahem—securing responsible, high-salaried positions." Whereupon the young woman replied, "I have been connected with this school nearly a year now, and for eleven months of that time I have been firm in my resolution never to marry any man who does not know better than to pay us thirty dollars for what we can teach him of advertising."

THAT advertiser stands in his own light who buys advertising space because it doesn't cost. The cost is not important so long as it is justified by the results.

AFTER twenty years of annual deficits ranging between \$2,000,000 and \$6,000,000 the postoffice department is going to close the year with a profit. But for the establishing of rural routes there would have been \$1,000,000 upon the right side of the account last year, while it is estimated that fully \$6,000,000 or \$8,000,000 profit would have remained to the department upon 1902 business but for \$8,000,000 expended in the same way since January 1. The fifty largest offices in the country report an average increase in business of about seven per cent for the past five years. From these offices the department gets more than fifty per cent of its revenue. Since 1883 the expenditures have steadily increased at the rate of \$4,000,000 per year. Two years ago they increased to \$7,000,000 with the beginning of extensive rural routes, and in 1902 the increase is nearly \$10,000,000. One of the chief reasons for the decrease of deficit is Mr. Madden's work upon the lists of publications entitled to second-class rates, according to the *Cleveland Press*, and the revenue from this matter has greatly increased in proportion to the number of publications carried. There is every reasonable hope for penny postage within five or ten years—perhaps sooner.

PRINTERS' INK costs five dollars a year—a single idea in a single issue may be worth that much to you—some say it was worth thousands of dollars to them. You can have these ideas—thousands of them—for five years for ten dollars.

See special offer on page 51.

THE more you tell the public about your store, your stock, your prices and your methods the better the results from your advertising.

THE man who sits down and waits for business to come to him will never rise to his feet to greet it. In his case there is complete refutation of the old maxim, "Everything comes to him who waits." Successful business men send out messengers of all kinds, urging people to come to them and buy. They use letters, circulars, booklets, newspapers, magazines, street cars, billboards, personal solicitation and other means and agencies for drawing trade.

ONE of the most successful establishments in Paris, according to the *Agricultural Record*, is that of M. Dufayel, who has built up an immense "installment plan" business with the watchwords "Credit" and "Publicity." This establishment sells thousands of francs' worth of household goods daily, its customers sometimes aggregating 2,000 in a single day, yet it contains only a part of the merchandise sold. M. Dufayel is the agent of 400 retailers throughout Paris who deliver the goods to customers and are paid in cash by him. He then carries the account with the purchaser, acting as a credit banker and deriving his profit through small commissions. By this system and liberal advertising he has made a large fortune. Installments are paid to 800 collectors who go over regular routes daily, and range between thirty cents and \$4, according to the amount of the original purchase. These collectors bring in \$40,000 to \$45,000 every night, yet the business is so well conducted that bad debts form an almost insignificant factor. M. Dufayel also runs an advertising and bill-posting business, as well as a house and estate agency. He has lately completed a magnificent store which cost nearly 5,000,000 francs. The stock carried here consists chiefly of furniture, while household linen, clothing and other articles are sold only on the credit system through outside retailers.

PRINTERS' INK is now for sale on the news-stands of Manhattan Borough, New York City. It is intended to extend the field wherever a sufficient demand can be developed. Remember you may order PRINTERS' INK from any newsdealer anywhere. He will order it for you if he hasn't got it for sale now. Newsdealers who are willing to push the sales of the Little Schoolmaster will be honorably mentioned in PRINTERS' INK and given such advertising as will have a tendency to further their sales.

ALL forms of advertising are valuable. The best form for your particular business can only be determined by practice.

THE best way to get ahead of a competitor is to do more "hustling" than he. Get out better advertising, select goods with greater care, choose more desirable advertising mediums. Do not take him along with you by reference to him in your advertising.

THE Doric style of architecture is severely plain, yet it has given birth to some of the most admirable and artistic temples. One does not demand the gargoyles, caryatids and ornate cornices and capitals of rhetoric to make effective his advertising. Better far is it to follow that plainness of speech which is familiar to the plain people.

Two ardent pupils of the Little Schoolmaster were in conversation the other day about the excellence of PRINTERS' INK and its practical usefulness in the field it covers. Both tried to name the publication which might be justly termed the next best. They could not arrive at a choice, they not even named one as a possibility. Here's some evidence the Little Schoolmaster thinks which tends to confirm the widespread belief that PRINTERS' INK stands unapproached as a journal for advertisers. Does there exist any dissenting opinion among the wider circle of pupils?

ADVERTISERS and the newspapers have educated the people to go to advertisements for information as to where and what to buy. This being so, it should be plain that the advertisement should give the information. It should specialize, itemize, describe.

NEVER was there and never will there be an imitation that is equal to the genuine article. It always is inferior stuff. Advertisements that are imitations of other advertisements always fail of effect. The imitation is apparent to all. Imitation advertising is shoddy advertising. Each one should appeal to the public along his own lines. Better a homely style, better one that conflicts with Lindley Murray, better one that shocks the sensitive a bit, than imitation of any form of successful advertising.

THE booklet that is sent by mail in response to inquiries ought to be a more elaborate piece of literature than that which is merely thrown about or mailed to lists of names of people who have not solicited it. When your booklet comes unannounced the object is to induce the recipient to read it upon its merits, and the arguments must be brief. But when a booklet goes forward in response to an inquiry you have a reader ready-made—one who has become interested in your proposition and is willing to give it consideration. The story ought to be as complete as you can make it, and the booklet can easily have auxiliary attractions such as pictures. Even a page or two of purely extraneous matter would not be unwelcome, for the reader wants something substantial. Matter ought to be included in the book with the object of persuading the reader to keep it. He is already prejudiced for your proposition, and a very little useful information upon almost any subject will induce him to preserve the brochure. Too many of the booklets sent in response to mail inquiries are slight affairs, and do not contain nearly as much matter as the recipient is willing to read, nor explain the goods as fully as they ought to be explained.

ADVERTISING is the link that connects business with success.

SAN FRANCISCO has four Chinese newspapers, according to Charles F. Holder, in the *Scientific American*. The *Chung-Sai-Yat-Po* and *Mon-Hing-Yat-Bo* are dailies, the former being the organ of the "new" or Americanized Chinaman and the latter that of the Empire Reform Association, a club influential in Chinese circles which aspires to educate the Chinese nation to modern ways and progress. Rev. Ng Poon Chew, editor of the former paper, is a Presbyterian minister, and Mr. Tong Chong, editor of the *Mon-Hing-Yat Bo*, has been active in urging the Chinese people to overthrow the Manchu power and open China to reform of all kinds. Besides these there are the *Oriental News* and *Commercial News*. These papers are all printed upon American presses, but set by native compositors in type brought from the Celestial Kingdom. The Chinese language contains thousands of word-symbols or ideographs, but for ordinary purposes only 11,000 are required. When the editors grow fervid and flowery in their editorials and additional symbols are needed they are engraved in the office. The case containing this immense font has 11,000 boxes, and the word-symbols are grouped in a peculiar manner to facilitate composition. In the vicinity of the symbol "fish," for example, is found the symbols for "scales," "net," "fins," "tails," "gills," and so on. To set the type for a small four page paper the labor of eight or nine compositors is required for twelve hours. The *Pekin Gazette* in China is the oldest newspaper known, having begun publication nearly 1,000 years ago. Many modern newspapers are now being published in the great cities of China, and while journalism is still in its infancy so far as mechanical appliances are concerned it is evident that a new era is at hand.

TWENTY - FIVE dollars' worth of value for ten dollars.

See special offer on page 51.

THE "JOURNAL" FOR NOVEMBER.

The November issue of the *Ladies' Home Journal* contains exactly 110 columns of advertising, including the cover pages, as against 92 columns for October. The average rate of \$1,000 a column does not apply to all of this publicity, as much of it is paid at the line rate of \$6. As the *Journal* column measures 198 agate lines, the average rate per column is nearly \$1,100, or an aggregate of \$120,000 for all the advertising in the November number.

Interesting as a mass, this showing is far more noteworthy in some of its details. For example, there are three full page ads at \$4,000 each, two half-page ads at \$2,000 each, thirty-one column ads at \$1,000 each and twenty-five half-column ads at \$500 each. Thus, out of the 325 separate advertisers represented, about half of the whole space, or \$59,500 of the gross amount, is paid for by 61 advertisers. Nor are the smallest five-line ads less interesting when it is considered that fully 1,000,000 readers are reached at a cost of \$30, for there is no ad in the whole issue that is obscurely placed or overshadowed. The *Journal* make-up is unique in that practically every announcement in its columns has good position. In fact, the *Journal* is at once the most aristocratic and democratic medium among all publications. It is aristocratic because the publisher exercises a rigid supervision over all advertising offered, not merely in the detail of matter, but in the manner of presenting it. No discord is permitted in its advertising pages. When an advertiser is admitted it is understood that he is to conduct himself as a gentleman—talk in a low voice, be well and tastefully dressed, have consideration for the rights and viewpoints of other advertisers. When he is in the *Journal* he is in the best advertising circles, and the very fact that he is there amounts to a commercial rating and a guarantee of his honesty. On the other hand, the *Journal* is a democratic medium because any advertiser of integrity can have the right to tell his story

to the most intelligent body of readers in the world. The high typographical tone and the subdued gray that characterizes its advertising columns give the least advertiser practically as favorable a showing as the largest, while the grouping of ads with matter that bears upon their commodities makes every ad special position. It will be a significant day for advertisers when other magazines—and finally the daily newspapers—adopt the *Journal's* artistic advertising display and make-up.

GOOD METHOD OF SETTING TONGUES TO WAGGING.

Phil Weber, of Canal Winchester, O., noticed last winter an account of a postal card contest where the sentence "Julia Marlowe shoes are the best" was written over one thousand times on a postal card. He chose to undertake a like contest, the sentence to be written being "Weber's shoes are the best." The prize winner postal card is said to contain the sentence 5,012 times, or in all 25,060 words. The second prize card contained the sentence 3,457 times, and was very plain and readable. In all ninety-five cards were sent in, and several came near the two thousand mark. The winner was a fifteen-year-old boy named Joe Busch, and the second prize was captured by the Rev. Mr. Guspan. Mr. Weber writes that a great amount of interest was aroused by the contest, and he believed the scheme was as good an advertisement as he could get in his town.—*St. Louis Grocer*.

ILLUSTRATED ITEM FROM LOCAL EXCHANGE.



"THE VILLAGE DEBATING SOCIETY HELD ITS USUAL MEETING LAST EVENING. QUESTIONS OF STATE WERE DISCUSSED IN THE SAME OLD INTELLIGENT MANNER."



The women folks spend the money for the family. Especially is this so in the country. Household supplies and necessities are generally purchased by them. The man furnishes the money—the woman disburses it. Interest her and the battle is won. Country women believe in no publication as they do in their local weekly. It tells them about themselves and their neighbors, together with everything that occurs in town. They are most interested in local matters, and find such only in the local weekly.

There are 1,500 of these local weeklies upon the Atlantic Coast Lists, reaching from the Atlantic Ocean to the Mississippi River. Catalogue-booklet mailed free.

ONE INCH—SIX MONTHS, \$1,200.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

WINNOWING ADVERTISEMENTS.

By Joel Benton.

Considerable discussion has been had, from time to time, over the quality of advertisements and the duty of publishers in respect to those which violate the canons of morality and good taste. There is certainly room for much thought here and it is not surprising that the question was lately up for discussion by a club very much devoted to and very intelligent upon the subject of advertising. Perhaps the fact that a large number of modern advertisements of varying sorts are what may be called "esoteric"—the pith of them not being known—leaves it impossible for either the publisher or the reader to tell whether they are virtuous or not. But ignorance of this kind is no excuse on behalf of the publisher for being the intermediary for a fraud and swindle. The publisher, where there is a doubt about the character of an advertisement, can insist upon knowing what it means, and what it is that is offered in such glowing and superlative terms. If the advertiser claims that he cannot give up a trade secret—which, if it is unconnected with wrong, will be held in confidence—that very fact will prove that his advertisement is not one to be printed. No doubt some extra labor and a good deal of alertness are necessary in order to examine thoroughly all the voluminous advertising that comes to a prominent paper or periodical; and it is a tempting thing to take what comes, and pays liberally, without going through with various acute and painful inquiries. But in some offices care of this sort is taken and what is in doubt, or known to be of a "fake" description, is refused admittance. It looks like a great sacrifice, to be sure, to throw away the valuable proffers that the promoters of frauds are always ready to make, without much dispute over terms, but even on the low ground of economy, clean advertising pages are pretty sure to bring, in the long run, an offset to such losses, by making themselves increasingly valuable to the reputable patrons

of them. Whether it ought to be so or not the average reader of a paper or magazine imbibes naturally a belief that what it says, or allows to be said in its columns, is, in the main, true. In fact he would not take it if he lacked this confidence in what it sets before him and it is, therefore, the publisher's business and interest to see that this good opinion of his journal is entirely deserved. He should remember that his periodical is an instrument of power and that power—as well as nobility—has its obligations. To become twice as useful to his advertising patrons as he will if he admits everything that has money to offer to his pages is to increase greatly the value of the space in the advertising area. And why should the publisher fail to defend his friends and patrons from the depredations of ill-disposed and cheating firms and persons who seek to prey upon them? The daylight of publicity should only shine upon enterprises that are wholesome and lawful and that bring benefit to their customers. It would be difficult, I imagine, to tell by complete statistics the vast sums that wicked tricksters have drawn from the pockets of the people through gorgeous advertising in journals considered reputable. But a good deal is known upon the subject, for when the 510 per cent Miller Syndicate was exposed and sundry others unlike it only by being on a smaller scale, there was absolute proof of vast sums received, and on the way, from thousands who were sadly duped. If these false pretenders could not have had the advertising page, the criminal calendar would have been made shorter and honest people would not have been fleeced. It may be said that those who foolishly send their money to concerns that make promises impossible to fulfill, and too extravagant to believe, ought to know better. And that also is true. But it is not a truth that makes the medium through which they were deceived stand in any different, or in any justificatory light. If readers could not be deceived, the fakirs would not advertise and there would be no need of winnowing the grist that offers itself to the advertising pages.

THE Muncie (IND.) STAR

is received daily into 41 per cent of all the homes in the Great Gas Belt of Indiana. To be more exact, exceeding 21,000 copies of the Star are circulated every day in the Counties of Delaware, Madison, Randolph, Jay, Grant, Henry and Blackford. The population of these seven counties is 262,000. Circulation guaranteed by Bank.

Of Interest To Advertisers.

THE CHICAGO RECORD-HERALD has a larger daily circulation than any other Chicago morning paper—in the city, in the suburbs, through country dealers and by mail.

THE RECORD-HERALD has the largest circulation of any two-cent paper in America, whether morning or evening, and double that of its nearest competitor in the Chicago morning field.

September Average:

DAILY, - 163,614
SUNDAY, 194,376

SUPREME IN ITS WIDE FIELD
IN THE NORTHWEST

The Sioux City Journal

CIRCULATION
FOR THREE MONTHS ENDING
SEPTEMBER 30

Total 1,370,675
Daily Average . . . 17,350

CIRCULATION AGREEMENT

Permission is hereby granted to the representative of any organized advertising agency or advertiser to verify our subscription lists.

ALBERT E. HASBROOK,
Mgr. N. Y. Office,
91 Times Building, New York.

THE PRICE

After December 31, 1902,
of the

*American
Newspaper
Directory*

will be

*Ten
Dollars*

for each volume.

WITH ENGLISH ADVERTISERS.

By T. Russell.

Practically every civilized being in the world reads some newspaper or another; regularly or occasionally; casually or attentively; the same paper every time, or whatever paper comes along. Most newspapers are fairly poor reading; some of them are revolting; some merely stupid; many dull; some characterized by a smartness which would make dullness a blessed and holy relief; a few are entirely good; most are rather mixed. They are all read, and people pay gladly for the privilege of reading them. But you cannot hire man, woman nor child to read a newspaper or magazine that is given away.

* * *

If I knew the reason of this, I would have plumbed one of the depths of advertising science. But I don't know, and don't believe that anyone else knows. If I thought anyone knew, I would pay him money to tell me. The fact is one of the philosophical mysteries, like the transition between gray-matter and thought. But it is a fact, rather more certain than the transition named. No matter how well written, how elegantly printed, how beautifully illustrated a publication may be—once you give it away, it loses all interest. It is dead. Is there no lesson in all this, oh, my brethren? Yes, there is.

* * *

From time to time, we are all visited by a smooth-spoken individual in a frock coat and a silk hat of the best kind, who wishes to write an article about us. He wants a photograph of us, and would like some discreet details about our personal history and the history of our business. Presently the fact emerges that he wishes to make the picture into a halftone and the discreet details into a story and to print them in a lovely book on the Great Men of this City, of which we are to receive (and pay for) from fifty to five hundred copies, which we can give away to our friends and clients. Also the suave visitor will

see that a copy shall be deposited in the reading room of all leading hotels, and in the saloon of all ocean steamers, and in other places, and it will be. It will be there, and no human being will ever read those discreet stories; so they needn't be discreet at all. They don't matter. The fifty (or five hundred) copies that we are invited to give away will be kept; yes, they will. People don't throw away a beautiful book. But they don't read it either, unless they pay for it.

* * *

Those of us who are wise keep the money that these copies would have cost us. We submit to be excluded from the list of the Great Men; we hold on to that photograph. We refrain from lying on the tables of the best hotels. And instead, we pay large sums of money for "dinky" little blocks and advertisements in penny newspapers that couldn't print a halftone to save themselves from destruction, and that are neither elegant, nor beautiful, nor beautifully written, but that the people will buy eagerly and will read from end to end, and thereafter reward us for our outlay by buying our goods, which reward is the object of all advertising.

* * *

But we are, many of us, in this free literature business on our own account, and one of the problems of life is how to make it answer. There are few large advertisers who do not print pamphlets and distribute them on a greater or less scale. I have been responsible for at least sixty millions up to date, and expect to add to my crimes in the future. You can tell more of a story in a pamphlet than you can tell in a newspaper advertisement. When you are talking through a pamphlet you have the field, for a moment, to yourself. And the odd thing is, that no one will read a periodical or book that is given away free, but there is a computable part of the public that will read more or less of an advertising pamphlet. Why? I don't know. But they will. The advertiser who would proceed on the principle that such pamphlets can replace newspa-

per advertising altogether would be mad. The two things somehow work hand in hand. The newspaper ads help the pamphlet to pull and the pamphlet helps the newspaper ad to pull. Probably only about ten per cent of pamphlets distributed broadcast from door to door receive attention; but those ten pay for themselves and the other ninety. It is a constant problem to know how to increase the proportion of the pamphlets that are read.

* * *

One scheme is to incorporate in the booklets some matter that is not advertising matter, and trust to it to carry the latter on its back. Cookery Books, Joke Books, Story Books, Dictionaries, Dream Books, have all been tried; so have numberless other forms of "bait." All these things suffer from the blight of being free. Some advertisers print a fictitious price on the cover, and this device appears to me to answer, though it is open to the objection of insincerity, and insincerity is bad in advertising as it is bad everywhere else. If any means can be devised for getting people to ask for a pamphlet on any subject, it is nearly as good as selling it. If one can contrive in any way whatever to find a means of giving in a pamphlet something that is worth paying for, and get people to actually pay for it there is an advertising triumph of the first class, and it would be well worth any advertiser's while who could be shown how to get up such a pamphlet at a practicable cost, to pay over to the inventor, as his reward, the whole of the money received in payment for such a pamphlet.

* * *

In this connection, though it was not what suggested the above remarks, may be mentioned a recent piece of advertisement-publication, for which Mr. J. M. Richards, a very old friend of PRINTERS' INK, was responsible. It is a little shilling hand book called "Household Hints by Alphonse" and Alphonse is apparently a French chef, and the hints are mostly culinary. It is, in fact, a cookery book of a remarkably good kind (or so lady-

friends tell me) and it has been well noticed in the press and has had a good sale at its price. Probably few purchasers "get on" to the fact that the book is an advertising dodge. It is an advertisement of a digestive preparation, Lactopeptine. Not that the advertising is poor; it is militant and effective. But the book is so skillfully edited and got up, that those who pay a shilling for it are well content. This isn't a case of the kind I suggested just now; the book probably costs nearly its selling price to print; it couldn't well be given away free. But the author (I can't say who he may be) has done his work well and cleverly, and has produced a decided advertising triumph.

GIVING PERSONALITY TO SODA COUNTER ADVERTISING.

These are the days of glory for the "soda water jerkers" in the downtown drug stores. An epidemic of advertising has spread around all the establishments until nearly every one is calling attention both to the peculiar excellence of their concoctions and the star performers behind the marble slabs. In the window of a Fifteenth street establishment, for example, appears this legend: "Get Arthur to make you a creosote cocktail. They're good." Over on Sixteenth street, near California, is this invitation: "Come in and George will make you an onionade." A Lawrence street establishment presents the following: "Bob and Tommy both know how to make a kerosene fizz." But a Broadway establishment has most thoroughly paved the way for an entente cordiale between the customer and the man at the fountain in these touching words: "Just wink at Billy. Billy knows."—*Denver Times*.

BUSINESS TERM ILLUSTRATED.



MILLIONS USE IT AND ITS POPULARITY IS CONSTANTLY ON THE INCREASE.

SOUTH AMERICAN CONDITIONS.

This is a reproduction of a four-column combination ad clipped from the *Nacion*, a substantial daily published at Buenos Ayres, Argentine. It is part of the South American campaign of Charles Austin Bates. In all salient points it closely resembles a combination ad taken from a sheet of Spanish-American advertising sent out several years ago by the E. C. White Company, 136 Liberty street, New York. Mr. White has just returned from a two years' residence in South America, and an experience of thirty years in practically every country on the globe makes him an interesting person to interview on the subject of foreign trade and

centimetres, and is charged double rates because it occupies four columns. This brings the cost to \$96, gold. In hardly any case could manufacturers trace a direct sale to them. South America is a hard nut for the American manufacturer to crack, especially if he tries to crack it with advertising. The Germans have beaten us at every point in getting trade, and we are steadily losing ground. Why? Well, the German manufacturer knows how to pack his goods. His methods of preparing them for that market are well-nigh perfect, coming of exact knowledge of the people and their requirements. He gives long credits, has local houses everywhere, is on the spot, is continually sending youngsters to grow up with the country

ESPECIALIDADES AMERICANAS DE FAMA

Cervezas Carre y Harinas
Cervezas Carre y Harinas
Cervezas Carre y Harinas

STUDEBAKER BROS. MFG. CO.
STUDEBAKER BROS. MFG. CO.
STUDEBAKER BROS. MFG. CO.

CERVEZAS
CERVEZAS
CERVEZAS

Point Brewing Co.
Point Brewing Co.
Point Brewing Co.

Wines para Medicinas
Wines para Medicinas
Wines para Medicinas

QUINERAS Y WHISKYS.
QUINERAS Y WHISKYS.
QUINERAS Y WHISKYS.

MAQUINAS DE ESCRIBIR
MAQUINAS DE ESCRIBIR
MAQUINAS DE ESCRIBIR

MAQUINAS DE ESCRIBIR
MAQUINAS DE ESCRIBIR
MAQUINAS DE ESCRIBIR

MAQUINAS DE ESCRIBIR
MAQUINAS DE ESCRIBIR
MAQUINAS DE ESCRIBIR

Generadores y Motores Electricos.
Generadores y Motores Electricos.
Generadores y Motores Electricos.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.
MAQUINARIA PARA CONFECCION.

PIANOS.
PIANOS
PIANOS

WALDWIN PIANO CO.
WALDWIN PIANO CO.
WALDWIN PIANO CO.

ORGANOS
ORGANOS
ORGANOS

THE PACIFIC COMPANY.
THE PACIFIC COMPANY.
THE PACIFIC COMPANY.

MAQUINAS PARA LAVANDERIAS Y FAMILIAS.
MAQUINAS PARA LAVANDERIAS Y FAMILIAS.
MAQUINAS PARA LAVANDERIAS Y FAMILIAS.

CAJAS FUERTES.
CAJAS FUERTES.
CAJAS FUERTES.

MAQUINAS PARA CONFECCION.
MAQUINAS PARA CONFECCION.
MAQUINAS PARA CONFECCION.

MAQUINAS PARA CONFECCION.
MAQUINAS PARA CONFECCION.
MAQUINAS PARA CONFECCION.

MAQUINAS PARA CONFECCION.
MAQUINAS PARA CONFECCION.
MAQUINAS PARA CONFECCION.

advertising conditions. He is thoroughly versed in the ways and wiles of Spanish-American advertising, and holds that a combination ad, intended to further American products in South America, is practically useless, being inserted without knowledge of conditions in that part of the world.

"Our combination ad was run in South American papers some years ago. It was intended to interest people down there in American products, and it failed utterly because South Americans will not write to American firms. They go to their local commission men, and as the trade is controlled by Germans, the American manufacturer simply pays out good money for nothing. Rates are extremely high for space in all South American papers. Mr. Bates' ad measures 48

and learn its ways, has low freight rates, speaks the Spanish language and has other advantages. Most German banks of any magnitude are represented in South American cities, and English banks as well. We have no banking facilities whatever, and must do our business through the London or German banks. Quite naturally, they give us the worst of it. Then, we are hampered by extremely high freights. At one time we led on agricultural machinery, but the German now makes exact duplicates of our best implements and crowds us out of the market. His imitations are not anything near as good as our products, but he has superior methods of marketing, and that is the main point. The most profitable line of American advertising run in South American

countries is patent medicines. The French have the start of us here, for South American physicians are educated in France and inherit French medical traditions. Many American proprietary firms have made fortunes in South America, however. The most successful is an old Boston house hardly known in the United States—Ordway & Co., makers of Sulphur Bitters. Scott & Bowne have done an immense trade in the Emulsion, Dr. Williams' Pink Pills is a standard remedy, Wampole's Tasteless Cod Liver Oil is well known, and there are others. Remedies for consumption and malaria are in demand. Humphrey's Specific should be mentioned first of all, for the Humphrey Company has sold more medicine and made more money in South America than any other firm. A great deal of money is wasted every year in spasmodic advertising in Spanish-American countries. Everything depends upon thorough introductory work, and it takes at least three years to bring profitable results. Advertisers are usually enthusiastic at the start, and when told that it will take three years' constant expenditure are quite willing to undertake operations. But at the end of six months their ardor cools, and they drop out, pocketing a wholly useless loss. It is the same in Mexico. Six years ago we began a campaign in Mexican papers for Sozodont. During the first year \$1,800 was spent, and then the firm became skeptical and stopped. Yet Sozodont is a good article, and that year's advertising served to introduce it to the Mexicans, with the result that it has steadily gained without any further publicity. This shows what a good commodity will do for itself down there. As a rule, anything that has merit enough to live in the United States will make its way in Mexico or South America, provided it is advertised and backed up by good distribution. I know of one remedy that was extensively advertised in Mexico which made a complete failure, but it also failed here at home.

"As I said in my letter to PRINTERS' INK a few weeks ago, there is a field for periodicals in South

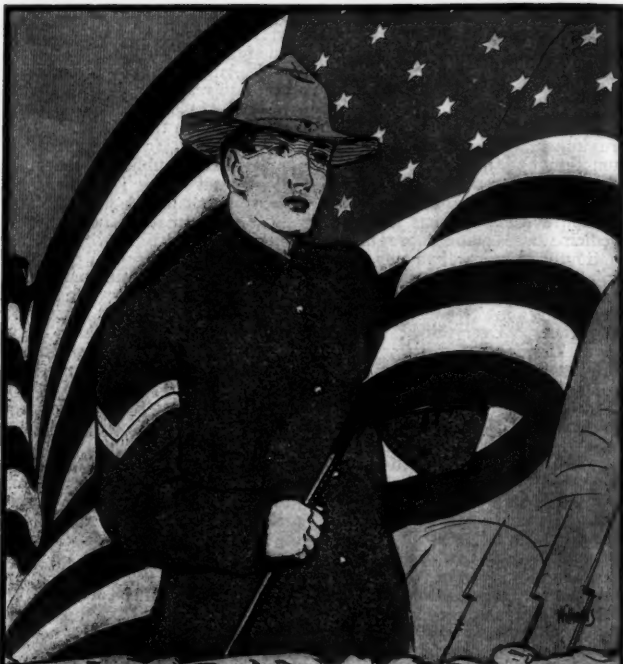
America—monthly magazines published by American advertisers. We print *Modas y Caras* (Fashion and Faces) here in New York, sending to Buenos Ayres, Montevideo and Valparaiso. It also circulates 10,000 copies in Mexico. Our South American agents have secured nearly 100,000 subscribers, and tell us that there will be no difficulty in raising this to a quarter million in a few years. The people in South American countries have nothing to read outside of daily papers, and *Modas y Caras* is found on the tables in the best homes, being preserved from number to number. It is published quarterly, and we print it here in order to get decent mechanical work. This field offers great inducements to American advertisers who will develop it. Our failure in trade and advertising comes from our ignorance of the country. 'Inadequate knowledge' is a more charitable term, but really it is plain ignorance. South America is not a savage country, as many Americans presume, but has many things that we could copy. Buenos Ayres is the cleanest, best-kept, best-governed city in the world. Paris does not begin to compare with it, and New York could learn many profitable things by studying its methods. Chili has the finest postal, telegraph and railway service in the world, all under government control. A parcel weighing eleven pounds can be mailed 3,000 miles for eight cents, and a telegram goes the same distance for the same price. The railway fares are half a cent a mile, first class. We could adopt Chili's system bodily to great advantage. This same ignorance of South America and its people has been a heavy expense to manufacturers. Millions of dollars have been paid to sharpers who undertook to introduce American goods there, and the American manufacturer has lost faith. He holds up both hands and shrieks when you mention South America."

A SHAMELESS ADMISSION.

In an advertisement column we are startled to find admission given to the following ad.

Journalist, married, wants change. Eight years' experience, etc.—London Globe.

THE WASHINGTON SHIRT CO.



We Guarantee Our Colors
They Never Run

THE Washington Shirt Co., of Chicago, does some clever advertising and has often been commended by the Little Schoolmaster. The phrase, "We guarantee our colors, they never run," is sure to appeal to the patriots. The attempt to

connect the country's national emblem with advertising devices is generally repulsive and a failure. This poster, however, seems not to offend good taste; on the contrary it is strong and attractive, and, therefore, an exception.

Displayed Advertisements.

40 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

RIPANS TABLES, doctors find, A good prescription for mankind.

BRITISH ADVERTISERS' AGENTS

Gordon & Gotch

Estimates and every information supplied. St. Bride St., London, Eng. Founded 1853.

THE BAY CITY TRIBUNE

Bay City, Mich.

In age, prestige, circulation and the amount of foreign and local advertising carried the TRIBUNE leads every other paper in the territory it covers. Published without interruption for 30 years, it has always enjoyed the patronage and respect of the local and foreign advertisers.

Circulation 4000
copies daily.

(Sworn to and Guaranteed).
Books open to all.

For rates or other information address
SNYDER & McCABE
Publishers, THE TRIBUNE,
Bay City, Mich.

... OR ...

N. Y. Branch Office:
W. C. STUART,
150 Nassau Street,
New York City.

Chicago Branch Office:
PAYNE & YOUNG,
948 Marquette Building,
Chicago, Ill.

LARGE POSTALS WILL BOOM

YOUR AUTUMN TRADE. Send for free sample of our new TWO-COLOR LARGE POSTAL, which will give you full information regarding them. We also prepare and print CARDS, CIRCULARS, BOOKLETS, CATALOGUES and ADVERTISING MATTER of every description. If you mean business address

PRINTERS' INK PRESS
10 Spruce Street, New York City

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

The Volksadvocat
Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,
PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

THE JOLIET NEWS Will Speak Through PRINTERS' INK

the coming year at least 26 times. It will tell the plain, unvarnished truth about circulation, its busy city and rural population, advertisers and methods. Wide-awake advertisers will be interested.

H. E. BALDWIN, Adv. Mgr.

Circulation:
Daily, - 6,549
Weekly, 2,650

Unequaled Bargain IN SINGLE GOSS WEB PERFECTING PRESSES

BY THE
SALT LAKE TRIBUNE

The introduction of a new 24-page press within the next few days will displace the two single Goss Web Perfecting Presses now used for the production of the Daily, Sunday and Weekly Salt Lake Tribune and its various publications. These single Goss Presses are in excellent condition, only partly worn, and will be sold at the greatest possible sacrifice in order to make room for new machinery. The presses print four and eight pages of seven or eight columns per page, 13 ems measure, and the columns are 21 3/4 inches in length, 23 3/4 inches over all.

These presses will be sold for one-half the price for which similar presses can be purchased anywhere at this time, and for about 12 1/2 per cent of the original cost. There is stereotyping machinery and everything complete excepting chases, trucks and metal pots. Address

The Salt Lake Tribune

THE PUBLISHER,

Salt Lake City, Utah

We Write
We Illustrate
We Set in
Type

and furnish electrotypes of advertisements that both attract attention and sell goods. Our ads are merely common sense arguments combined with original and attractive display that causes them to stand right out on any page and demand their full share of attention. We also prepare

Booklets,
Circulars,
Folders, etc.

in a plain, convincing manner and print them as plainly or as elegantly as you may desire. Let us know what you want and we will tell you what we can do for you.

A sample of our Large Postal may be had for the asking—send for it.

PRINTERS' INK
PRESS, 10 Spruce St.
New York, N. Y.

Shipping Rates for Autumn of 1902.

THE PAPER WEIGHT AS AN ADVERTISEMENT

HOW AND WHY It Brings Business

To materially increase your business nothing excels judicious employment of transparent paper-weights of handsome design, with view of your establishment or goods and suitable advertising matter, plain or in colors.

The paper-weight is a constant business-getting advertisement. The reasons why:

YOUR business cards are pigeonholed, booklets misplaced or lost, circulars and the waste-basket, solicitor told "Not in."

BUT YOUR PAPER-WEIGHT STICKS AND ALWAYS IN SIGHT. The FIRST THING SEEN on opening the desk—and the last, silent yet convincing, it says: "We Want Your Business—Our Goods are Best—Our Services Best—We Aim to Please—Try Us if You're After Results."

Get a supply for distribution. We make them, all shapes.

Write for Catalog. We do the rest.

H. C. Bosselman & Co.
525 Broome Street, New York.

Send For Circular



of an EXPERT'S OPINION of the

CHESTER TIMES.

It is absolutely necessary to use THE TIMES to cover SOUTHEAST PENNSYLVANIA.

SWORN STATEMENT:

Daily Average for August, **9,177** net

ChesterTimes

WALLACE & SPROUL, Pubs.,
CHAS. R. LONG, Business Manager.

F. R. NORTHRUP, 330 Broadway,
New York Representative.



PRINTERS' INK will be sent to any address from now to January 6, 1904, for Five dollars.

PRINTERS' INK will be sent to any address for five years, from now to January 1, 1908, for Ten dollars.

Five copies of PRINTERS' INK, ordered by one person, but sent to five different addresses if desired, will be sent from now till January 6, 1904, for Ten dollars.

Any person securing fifty dollars for subscribers, on the terms specified above, may deduct twenty dollars as an agent's commission and remit thirty dollars in full settlement. By these terms a payment of thirty dollars will secure

One subscription for PRINTERS' INK for twenty-five years, or

Twenty-five subscriptions for PRINTERS' INK for one year.

These terms hold good until December 31st, 1902, and no longer.

This offer is favorable for advertising schools who wish to present their pupils with a year's subscription to PRINTERS' INK, and for newspaper men who wish their local advertisers to read PRINTERS' INK regularly, and thereby become more intelligent and, therefore, more liberal users of advertising space.

Canvassers may have sample copies free on application.

Address all communications to

Printers' Ink,
10 Spruce Street,
NEW YORK.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Let your advertising keep step with the weather without regard for the calendar. When December weather comes along in November let December advertising come with it.

Retail advertisers generally do not take full advantage of the weather forecasts, and, as the forecasts are right oftener than wrong, their advertising and the weather are often sadly out of harmony.

Try it for a little while, Mr. Retailer. When the papers say rain for to-morrow get umbrellas, mackintoshes, rubbers, etc., into to-night's paper and to-morrow's windows; and when the forecast is for fair and colder, get busy with gloves, heavy underwear, stoves and cold weather goods, and see if it doesn't make a difference in your cash register totals.

There's nothing new in this suggestion—the thing is being done right along with very satisfactory results, and I print these just as a reminder.

I wish somebody would send this department some good suggestions for window card wordings. There's nothing in it but the satisfaction of getting credit for good work and doing fellow merchants a good turn, but these, I think, should be sufficient incentives.

If Miller Makes His Pies as Good as his Ads They're All Right.

The Easy Food

Cast your eye on our pie. Easy to eat, easy to digest, easy to buy. Miller's Pie. If you are not satisfied with the Pies you are eating try Miller's. They just fit the appetite and are deep and thick, Apple, Peach, Pumpkin, Huckleberry, Blackberry, Custard, Rhubarb, Apricot, Lemon, 15 cents each.

Miller's name is Miller's fame.

Every 'phone in our office. We deliver anywhere, just send in your order.

Miller's bakery, 827, 829, 831 Beach street.

Either 'phone 346 North.

This Excellent ad from the Manila Freedom Shows that They Know a Thing or Two About Advertising in the Far-off Philippines.

Some People Look Best

in profile, others from the front. No two people are equally graceful in the same attitude; if such were the case there would be no such thing as art in photography. It's all in the pose. That's why it is always wisest to go to an artistic photographer. Now when a patron comes into our studio we first consider the contour of the face, the figure, the arrangement of the hair, the dress, then we arrange the pose and background accordingly. The result is harmony. A trial will convince you that it is so.

This Good Rug Ad is Readily Adaptable to Dozens of Other Lines.

They're After More of 'Em

Seems to be no end to the demand for these yard and a quarter rugs I'm selling at 30 cents. Luckily I bought all the manufacturer had or some would be minus the star bargain of the year. Two hundred sold in three days—pretty good selling for a holiday time, wasn't it?—and now folks are coming back for more. That's what I call "indorsing the bargain." I had 300 to start on and there's less than a hundred left—see that you don't get left.

I'm just doing this special selling to advertise my place, let you know what a saving it is to trade where there's a lot of trading done.

Carpets? Yes, cheaper than you'll find them anywhere else.

Oil Cloths? Why certainly, hundreds of patterns, new stock.

All kinds of furniture? Everything for the home from a lace curtain to a cook stove.

For a Telephone Company.

When the "BELL" ting-a-lings in your home it's the forerunner of a perfect telephone conversation—probably from "anywhere."

Another Telephone Ad.

Don't fall into the old "worry" rut again—get a Bell residence phone to make the vacation's good lasting.

Who can Tell What "Reasonable Prices" Means?

Home Snelled Hooks

We have this work done here by an expert using the best gut and hooks. We have all the necessities for a successful fishing trip in popular makes at reasonable prices.

This is Good for a Short One.

Every Man Who Puffs Ohsee Cigars Puffs Them To His Friends

Handsome made and free from artificial flavor.

Made, wholesaled and retailed at 279 Main street, Danbury, Conn.

Tersely Told.

Men's Linen Collars Six for 25c

About two thousand four hundred collars, linen both sides, in styles that are worn almost universally right now—high turnover, straight standing, and piccadilly shapes. In quality, the equal of any 12½c. collar, except our own. All sizes in the lot, though not complete in all styles. Choose as you will—six for a quarter.

A Bank's Bid for Business.

When You Need Money

Best place to get it is from a strong bank.

This bank is always ready to loan money on good business or residence property in Allegheny County.

Write for mortgage booklet.

Children's Shoes.

We are more careful about children's shoes than most people—more careful about the fit—more critical as to quality.

Offers Cash for a Name. Good Way to Get Attention to a New Article or Business.

\$10 a Minute

If you will take a minute of your time and think of a suitable popular name for my New Family Restaurant which will open about Sept. 1, I'll give you \$10. You may send to me on or before September 1 two names, and if one of them is decided on by myself and four other business men as a suitable one—you'll get the money.

For a Carbonated Water.

Some Have Barcla Sent Wherever They Go

Some people who are particularly susceptible to the change of water they meet with when going out of town, have us ship cases to them, and then they avoid the unpleasant experiences that accompany change of water in their cases.

Local doctors recommend Barcla in just such cases, as Barcla, being absolutely pure and free from any suggestion of vegetable matter, never harms nor distresses.

Carbonated Barcla 60 cents a case.

A Good one for Stoves.

Don't Depend On Gas

as sudden changes of temperature have killed people, and that's why the stove question is important. See our line before buying. We are a stove house and carry the largest line in the State—one whole floor devoted to stoves only. We are sole agents for the Peninsular and the original Cole's Hot Blast Stoves. Don't listen to arguments but let the goods do the talking.

See the high-grade Double Heater Base Burner, exactly like cut, \$20.50.

Good Enough.

Rugs 30c at Landsman's

I placed on sale to-day 300 three-ply all-wool ingrain rugs, one and one-quarter yards in length at 30 cents each. I happened to be in a large carpet house the other day when word came through from the "old man" to sell all the drummers' ingrain samples. I bought them. They make fine rugs, a yard and a quarter long, and many of them worth 85 cents a yard.

This Headline will Strike a Responsive Chord. Try it.

There's a Chill In the Air

that says in language plainer than words: "Get the fall overcoat ready."

The light top coat is an absolutely necessary part of every man's apparel. It is essential to comfort that a coat should fit well. Braun makes perfect fitting fall top coats. Let him make you one. The cloth and the price will be as correct as the style and the fit. You can get a fine made-to-measure top coat—the Braun made coat—from \$20 up.

Women Depend More or Less on Advertisements to Tell Them What's What in the World of Fashion, and it Pays to tell Things Early, Often and Truthfully. Give them Prices, Too.

White Brilliantine Waists

for Fall are all the go. Displayed some Saturday and it was "no time" before they were the talk of the street. I had a great stroke of luck in buying my fall waists, found just what you want and at a price that will enable me to undersell everybody. In black brilliantine and French flannel shirt waists I'm showing beauties, while my new lines of black mercerized waists have won applause from all who've called. Fall waist selling has been lively here since Saturday morning and silk taffetas and poie du soies have kept up with the lesser priced fabrics. But, come, size up the situation for yourself—see what's going on.

One of Rogers, Pest's.

If you're a custom tailor man—

If you can pay \$75 for a sack suit, all we can offer is congratulations—you probably get better clothes than we make.

If you pay \$25 to \$50 we can do every bit as well—cloth, cut, making—for, say \$20 to \$35.

Drop in—and you'll at least get ideas on Fall styles.

Something of a Novelty in Political Advertising.

Clerk of Courts

I am a candidate for the Republican nomination for Clerk of Courts. The county is too large to call in person on all the voters, therefore I take this method of greeting you. E. G. Rogers has held the office for two terms—eight years. He is now asking for a third term. There is a widespread opinion among Republicans of the county that two terms of this office are enough for any one. Ross Clarke.

Informative.

Trimmed Millinery

A humorous iconoclast could get lots of fun out of our Millinery Salon. The bonnets and hats are beautiful, as all milliners and women of taste already know. But the incongruity of the things assembled! Roosters' heads as hat trimmings! Who'd have thought it! But they are in variety. If not too particular, you might select your favorite breed of rooster.

Paroquets' heads with manufactured wings of impossible colors and shapes. But millinery trimming knows no law—witness green roses. Grape foliage, and grapes of every species, that are very beautiful—a woman might think with such hat-trimmings that she was the Goddess Ceres.

This exhibition of first Trimmed Millinery is all made in our own work-rooms. It is meeting wonderful appreciation from the best retail purchasers, and from the millinery trade of the country. The question—Why Paris? is often asked. Paris, by comparison, decreases in importance. No two hats alike. The most important Trimmed Millinery Show of the period.

More than *any* other newspaper

The New York

M o r n i n g T e l e g r a p h

is READ!

It is read THROUGH!

EVERY DAY!

ADVERTISEMENTS AND ALL!

If you don't understand how this can be you don't know the paper.

It goes exclusively to a class of people who have money in quantities — and who spend it freely.

They read it all through each issue because it is their daily *trade journal*.

They pay 5c. a copy for it and there is *no way* to reach its readers by other mediums.

Its circulation has always been large — it is larger now than ever. Its rate has always been low — and it hasn't been advanced yet.

The address is

THE MORNING TELEGRAPH
116 Nassau Street, New York

PHOTOGRAPHIC SUPPLIES.

UNITED STATES CONSULATE,
TAMSUI, FORMOSA, Sept. 22, 1902.

Editor of PRINTERS' INK:

It is to be regretted that owing, apparently, to a lack of enterprise among our photographic supply houses, we possess no advertising medium of value in pushing the sale of our photographic goods abroad. I send you an extract of a consular report on the subject, trusting that by its publication in your widely read journal, the attention of advertising managers concerned may be drawn to it. Yours respectfully,

JAMES W. DAVIDSON, U. S. Consul.

TRADE SUGGESTIONS FROM UNITED STATES CONSULS.

It is the general impression that the United States leads the world in advertising. This may be true of many lines, but we are certainly behind in the advertising of photographic supplies. Some two years ago, I organized an amateur photographic club which counts five nationalities among its members. This has brought me in close touch with many interested in the art, and I am pleased to find that American photographic appliances have an exceptionally good reputation among foreigners. American manufacturers have reached a more satisfactory solution of the problem of a practical combined hand-and-stand camera than their foreign competitors, and two lines of American sensitized paper are recognized as very superior by advanced workers throughout the world. Our plates and films have a universal reputation for excellence, but owing to the very high prices asked for plates, the latter cannot compete abroad with those of foreign manufacture. A good reliable English plate can be bought for half the money asked for the American article. With this exception, we can hold our own in price. In quality we are not excelled, and in several lines not equaled. We have the material, but lack the enterprise to push our goods abroad. Among the thousands upon thousands of amateurs throughout the world, the demand is very large, and it is astonishing to find our makers behind the English, German and French in catering to this demand. Setting aside for a moment the subject of foreign advertising, we are without a single photographic publication in America carrying sufficient advertising to make the publication of special interest to foreign dealers on the lookout for photographic supplies. Other lines of American industry have trade journals that are widely patronized by the manufacturers, but the home photographic trade goes almost unrepresented. England possesses, in the *British Journal of Photography Almanac*, an annual publication which dealers and enthusiastic amateurs are glad to get. The number for this year (1902) is a bulky volume of 1,550 pages. Of these, 1,010 full pages are devoted to the advertisements of 245 advertisers. As many of the advertisers are general agents representing several manufacturers, there are probably four or five hundred different makers represented. I believe this publication to be one of the most valuable advertising mediums in the world. With the *Journal Almanac* in

his hand, a foreign dealer is in close touch with the English supply trade. He finds there every novelty in his line, and as the leading manufacturers occupy enough space to cover briefly their whole field (several firms utilize upwards of thirty pages each, and one well-known house fills sixty-five pages), the dealer has before him abridged catalogues of practically every maker in Great Britain. Now let us see what the United States has to offer in this line. We have several very good photographic annuals, so far as the quality of the reading matter is concerned. Two of these are before me, and I find that in illustrations and general make-up they are in advance of the British annual referred to above. They have a comparatively large foreign circulation, and are much appreciated for the good things they contain, but they lack the most valuable feature of all—representative advertising. The 1900 issue of the *American Annual of Photography*, which is the largest of our annuals, contains 489 pages. Of these, 110 pages are devoted to advertisements, and the 70 advertisers represented seem, as a rule, content with a mere uninteresting address card. The publishers, who control a large photographic supply house, occupy most of the space. Foreign dealers obtain something even from this poor advertising array, but very little as compared with the *British Almanac*. The fault is not with the publishers. They offer a brighter setting for advertisements than their foreign contemporaries, and the advertising rates are no higher. It is our manufacturers who are at fault. If it were only possible to convince them of this and induce them to join in building up an American advertising medium like the *British Almanac*, our foreign trade in photographic supplies would increase greatly. I may appear to be overconfident on this point, but I have given the subject much study for the past six years and feel sure of my position. I have seen considerable orders for miscellaneous photographic supplies go to English manufacturers merely from the fact that the *Almanac* placed before the dealer a complete review of the latest novelties in the entire photographic line. Nothing could be learned about American goods without waiting for three months for catalogues, only then to find, perhaps, that the wrong manufacturers had been applied to, and that certain desired goods could only be obtained from other makers. Our manufacturers could not do better than to look the field over carefully, select one or more of our photographic magazines and their annuals, and give such publications their hearty support.

THE CUSS SHOULD ADVERTISE IN "PRINTERS' INK."

EVANSVILLE, Ind., Oct. 25, 1902.

Editor of PRINTERS' INK:

I am getting ambitious. I have just gotten as far as A B C in advertising, but I think I will make a good man after a time. I am a pretty good mixer, a ready writer, and an energetic cuss. Am at present employed but would stand a raise. What could you do in such a case? Very truly,

W. H. Cox.

N. Y. JEWISH ABEND POST

*Circulation larger than that
of any other Jewish after-
noon paper in America.*

*Read in every Jewish home
by the whole family.*

*Matchless as a medium of
advertising among the Jew-
ish people.*

*Highly influential in all
Jewish circles.*

OFFICE :

228 MADISON ST., NEW YORK

Telephone : 698 Franklin.

TWENTY-FIVE CENTS A LINE.

ROCK ISLAND, Ill., Oct. 23, 1902.

Editor of PRINTERS' INK:

Why does not some engraving house with halftone cuts for sale advertise same in the Little Schoolmaster? I have use for original halftones of animals, parks, mountains, etc., but do not find any advertised. Yours,

F. O. VAN GALDER.

PRIVATE AND CONFIDENTIAL.

Chicago ill Oct 22 1902

DEar little schoolmaster 10 spruce st
NEW YORK

dear Sir—Perhaps you wont pay any attension to this but my mother said it wodent hurt anybody to try anyway .We always read the ads in the dAily News & id like to be a advertising man. IThink the man who wrote this here one about Presto must be pritty brite cause

Presto

Light Biscuits;

Light Cakes;

Light Pastry;

and,—

Light Hearts,—

Quick-as-a-Wink!

And the demand is such that you should if you can keep it.

The H. O. Company

none of us don't know what it means that's what i please ask you? My sister says Its baking Pouder cause that makes things light . i asked Pa and he got mad and sed any fool can see it was oatmeal cause it said oat meal write on it . MA she just laffed and said maby it was a stove to cook bread & pye & cake in quick with gass cause coails getting so high she said shed ask the man at the grecery Store or the butcher if shed think. i thought maby it was some kind of a trick cause thats what thay always say.. now i dont take PRINTERS INK but we do at the office and as i see other people write to you i thought maby youd just tell me and not print my letter cause im just learning .. i think them funny little pictures in PRINTERS INK is pritty good YOURS TROOLY,

WILLIE SHARP.

NEEDED AS MUCH AS BREAD.

SCRANTON, Pa., Oct. 27, 1902.

Editor of PRINTERS' INK:

Inclosed you will find ad for Bankers' edition of PRINTERS' INK. Success to PRINTERS' INK! We need it as much as bread. Sincerely yours,

BEN. ETTER, Ad-Critic.

DIDN'T TAKE HIS OWN MEDICINE.

"What did that health food manufacturer order for breakfast this morning?" asked the chef.

"Beefsteak, hot biscuits, French fried potatoes and black coffee," answered the waiter.—*Indianapolis Sun.*

NOTES.

A FINE booklet containing ten letters of approval from local advertisers is sent out by the *Herald*, Grand Rapids, Mich.

THE Michigan Stove Company, of Detroit, shows several popular-priced ranges in a folder that is conspicuous for excellent halftones.

HANDSOME colored halftones taken from live models show various methods of applying "Antiphlogistine," the well-known preparation of the Denver Chemical Mfg. Co., New York.

BROOKS BROTHERS, clothing, New York, have made a dainty little miniature price-list from pages of their large catalogue reduced by photo-engravings. The booklet makes an attractive piece of mail literature.

"THE Building of Men" is the annual prospectus of the Young Men's Christian Association of Plainfield, N. J. The matter is compact and the printing by Thos. H. Stafford, of that city, is commendable.

THE *Dennison Quarterly* for October, a small house organ published by the Dennison Manufacturing Company, makers of tags, envelopes and stationers' novelties, Cincinnati, is noteworthy for halftones of handsome groups of the company's goods.

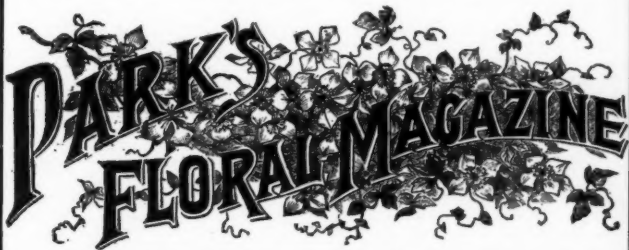
A FOLDER sent out by the Instructor Publishing Company, Dansville, N. Y., bears a small photo of a college girl upon the cover—an odd and attractive eyecatcher. This company claims 125,000 monthly for the *Normal Instructor* and 75,000 for the *World's Events*. The first has a circulation among teachers, principals, superintendents and school directors, while the latter's scope is general.

IN a little booklet sent out by *Nordstjernan* (North Star), the Swedish weekly published at 108 Park Row, New York, it appears that there are 1,173,000 Swedes in the United States, of whom half were born in Sweden. New York City contains more than 42,000 being second only to Chicago, while Minneapolis is third. Minnesota, Illinois, New York, Pennsylvania and New Jersey contain the largest numbers in the order named. *Nordstjernan* is in its thirty-second year, and claims a circulation of 12,500 copies weekly for the first half of the present year.

"UNITED Brethren Newspaper Advertising" is a tastefully printed booklet from W. R. Funk, Dayton, Ohio, in which are set forth briefly the merits of various periodicals of that church. These include the *Religious Telescope*, a weekly for which a circulation of 20,000 is claimed, the *Watchword*, a young people's weekly said to circulate 26,700 copies, the *Quarterly Review*, a bi-monthly magazine for the clergy, the *Woman's Evangel*, a monthly missionary magazine, and two lesson publications, the *Bible-Lesson Quarterly* and *Our Bible Teacher*. The church numbers a quarter million members who gave last year more than \$1,500,000 for benevolent work and charitable purposes.

BEST MEDIUM FOR SEED BUSINESS

No other paper treats on flora so thoroughly and well as



VOL. XXXVIII. - LIBONIA, FRANK. CO., PA., SEPTEMBER, 1902. No. 9.

Its text matter is of the highest order. Lovers of flora everywhere use this paper as their guide. They look forward for each number and read every line in it.

It is impossible for seedmen and nurserymen to find a better medium. The experience of the following advertisers is that of all who use it. Read what they say:

PURCELLVILLE, VA. 9-13-1902.

MR. GEORGE W. PARK, Libonia, Pa.

Dear Sir: It affords me pleasure to state that the half-page "ad" in the March number of Park's Floral Magazine gave us very satisfactory results. We received 1,560 requests for our Floral Catalogue, and orders for plants and bulbs advertised, and received over \$1,200 as immediate returns, besides making many hundreds of permanent customers. As an advertising medium your magazine gives better returns for money expended than any other paper or magazine we ever used.

Very truly,

A. B. DAVIS & SON,
per W. S. Davis, Mgr.

Seed and plant advertisers who want the **BEST** ought to include it in their lists.

CIRCULATION

350,000

PER ISSUE



RATE

\$1.25

PER LINE

THE C. E. ELLIS COMPANY

ADVERTISING MANAGERS

713 TEMPLE COURT BUILDING, NEW YORK CITY

112 DEARBORN STREET, CHICAGO

"WHY Some Men Fail" is a recent addition to the series of little booklets issued from time to time by the Purina Mills, St. Louis.

"A LOFTY IDEAL" is a dainty little folder containing about one hundred words of interesting argument for the Smith Premier Typewriter.

"BANK to Boyhood" is a tiny story printed in a tiny booklet to advertise Lone Star Pens, made by the Maverick-Clarke Litho. Co., San Antonio, Texas.

A small booklet from the Kellogg Switchboard & Supply Co., Chicago, advertises that company's "Express" telephone switchboard by means of testimonials.

A NEAT folder from the Stone Printing & Manufacturing Company, Roanoke, Va., tells of that firm's increase of business and outlines plans afoot for increasing facilities.

"A GILT EDGED INVESTMENT" is a neat booklet describing the purchasing department of the Canadian Philatelic Society, whose agent is Mr. W. James Wurtele, Montreal, Canada.

THE latest handsome folder from the Chicago Daily News shows that that paper had a daily average of 299,607 copies during September, with 1,725 columns of classified and display advertising, a gain of 347 columns over the same month last year.

BESIDES thirty-two pages of neatly arranged clothing information the fall and winter catalogue of the Utica Clothiers, Des Moines, Iowa, has a tasteful cover which "depicts the exquisite pleasure of the wife and mother in the new clothes of the husband and father."

THE Journal of the American Medical Association, Chicago, sends out a booklet of testimonials of an odd and rather questionable shape. The idea is original, but the booklet is not especially handy. The letters, however, are ample proof of the Journal's advertising value.

Pennsylvania Grit, Williamsport, Pa., issues a handsome booklet on stippled paper in which are given detailed statistics of circulation. For the first six months of the present year a circulation of 145,017 per week is claimed, more than one-half of which goes to Pennsylvania. Every State in the Union is covered.

FROM the S. A. Machine & Supply Co., San Antonio, Texas, comes a folder describing the company's irrigating machinery. The arguments are forceful, but the printing would have been better had it been run in one color. Black text with every other word in red makes difficult reading and lends no force to the arguments.

THE booklet describing the Kensington system of physical culture, sent out by the Kensington Hygienic Company, Temple Bar, Brooklyn, is well-written, compact, convincing and excellently printed. Care is taken to describe the system from a physiological standpoint in plain, comprehensible English, and almost anyone who gets hold of the booklet will become interested in its pages.

HEWES & POTTER, Boston, send out a small booklet describing the various makes of their "H. & P." Suspenders. A good editor could have cut the arguments one-half and made them far more readable. The same firm furnishes a choice assortment of advertising electrotypes and window cards to retailers.

THE "Motor Book" is a handsome little vest pocket book issued by Brooks Brothers, New York, containing information of moment to automobilists, who wish to tour New York State and New Jersey. Speed laws, records of fast runs, lists of charging stations in New York, New Jersey and Connecticut, tables of distances, routes, cab fares in New York City, points of interest and a list of pleasant country runs are given, together with a price list of automobile liveries and clothing. The book was arranged and printed by the Cheltenham Press.

AN Associated Press dispatch from Louisville, Ky., announces the sale of the Commercial of that city together with the News, its afternoon edition, to a syndicate of which Harrison H. Parker of New York and Washington Flexner of Louisville are the leading members. Mr. Parker was formerly connected with the advertising department of the Chicago Daily News. Mr. Flexner has been for some years manager of the Courier Printing Company of Louisville. It is understood that Young E. Allison, formerly of the Commercial, will return to the same position on the reorganized paper.

THE Christian Register, weekly organ of the Unitarian Church, published at Boston, sends out a striking folder done upon heavy brown paper in the style of mediaeval illuminated missal, containing a plea for the wider reading of the paper, written by Charles E. St. John. The address of the publication was doubtless omitted intentionally, as the folder goes only to those who are familiar with it, but it is never well to trust to a reader's knowledge of such matters. The printing is the work of the Geo. H. Ellis Co., Boston, and cannot be too highly commended.

IN a recent issue of the Stimulator, a house organ issued by Strauss Bros., modern tailors, Chicago, a prize of fifty dollars is offered for a catch phrase that will, in a few happy words, convey the idea that Strauss tailoring "supersedes all others in every way—and why." It is not clear whether phrases will be received from any but the firm's representatives, but if the competition is an open one the Little Schoolmaster is glad to offer the services of the brightest lot of advertising phrase-makers reached by any publication in the world. The competition closes November 15. Strauss Bros. pack a patent clothes hanger bearing their ad with every suit shipped.

MATERNAL PRECAUTION.

One of the State school teachers in Victoria received a letter from the fond mother of one of his pupils on the burning question of flogging. "You are not to cane my boy," she wrote, "or he will drop down dead at your door the same as he did at Mrs. Cary's." That boy should rise.—London Globe.

October 25, 1902.

Change in Rate

On December 15, 1902, the rate in

THE DELINEATOR

will be \$4.00 per Agate Line for Advertising to be inserted in any issue up to and including the September number of 1903; and \$5.00 per line beginning with the October issue.

Orders received prior to December 15, 1902, will be entered at the current rate of \$3.50 per Agate Line for Advertising to be inserted up to and including the September issue of 1903, and \$4.50 per line for advertising to be inserted up to and including the February issue of 1904.

Full-page advertisements 15 per cent discount.

Notwithstanding the unprecedented growth of the circulation of THE DELINEATOR and the increased rate made necessary thereby, the price for advertising remains the same: *i.e.*, less than one-half a cent a line per thousand circulation.

THE BUTTERICK COMPANY.

JOHN ADAMS THAYER, Director Dept. of Advertising.
17 WEST THIRTEENTH STREET, NEW YORK.

THOMAS BALMER, Western Advertising Manager,
200 MONROE STREET, CHICAGO.

CHICAGO NOTES.

Montgomery Ward & Co. and Sears, Roebuck & Co. have been somewhat hampered lately by labor troubles. All sorts of unions are being formed in these houses.

Chicago is the largest user of imitation typewritten letters. There are three times as many firms here making them as in New York. Prices go as low as 75 cents per thousand for letters and \$1.25 for "filling in" on large orders and the mass of letters sent out make the value doubtful. Only two or three firms do first-class work. One business college furnishes typewritten circular letters complete for \$1.00 per hundred.

Marshall Field & Co.'s opening was so well attended that their advertising gave figures comparing the attendance with that of the World's Fair at Chicago.

A saloon keeper on South Halstead street advertises "the worst whiskey in Chicago." It is not very good.

Charles Austin Bates is sending printed matter to business men here offering an opportunity to take stock in a secret process flour company and a baking company both being promoted by himself and his Manager Brown, formerly of the Chicago office. The plan of the baking company is to put bread boxes at the rear doors of houses and flats and deliver fresh bread daily, just as milk is now delivered. The prospectus shows amazing profits, one item of which is to be the charge made breakfast food manufacturers and others for placing their advertising circulars in the bread boxes. A prospectus of Mr. Bates' mining proposition is inclosed in the same envelope.

The big billboard around the partly finished postoffice building has been torn down. It is said that the R. J. Gunning Co. paid Louis Mason, son of Senator W. E. Mason, \$6,000 a year for the sign privilege. Where did Mason get the privilege?

Devco Paints advertising is attracting attention. Four inch single, small pica, no cuts, no border, straight talk and well done. They furnish signs to be posted in newly painted buildings as follows: "Wet Devco Paint."

The law department of the city has ruled that the elevated railroads are exceeding their charters in allowing advertising in stations that are above the streets—on city property. Advertising ordered removed.

The advertising schools are flourishing. Some of their follow-up literature is painful but seems effective for reaching the class of people they wish to reach.

The "Muscle Without Apparatus" schools are doing a heavy business.

Lyman B. Glover, formerly dramatic critic for the *Record-Herald*, has become manager for Richard Mansfield.

An employment bureau on West Madison street advertises for help as follows: "Wanted—Farm hands. Can see the farmer here."

Press clipping bureaus are very busy. They seem to be running more on commercial orders than on personal mention.

Allis-Chalmers Co. at Milwaukee are making twenty-five more machines for Malta-Vita. Big business.

The *Daily Republican* here is made up of country daily stereotype telegraph plates, price \$1.50 per page and miscellany at \$1 per page. German edition ditto. They used to have an editor for the German edition whose business it was to clip from the morning papers and translate for the evening *Republican*. He dropped dead in the office but despite the sudden loss of the entire editorial and reportorial force the paper came out on time. The printers were given newspapers and told to read the English and set up in German ad libitum. They did this for a long time and may be yet. This paper is used for publishing legal notices at legal rates.

DRESS YOUR ADS WELL AND PLAY ONE AFTER THE OTHER.

Play your advertising cards as you would a hand at whist—one at a time. Don't throw the whole hand on the table and get into a wrangle because you take no tricks. Another thing! A "pretty" ad is not necessarily a profitable one, any more than a pretty teacher is necessarily a good instructor. We all enjoy the beautiful, and an attractive ad, like an attractive man, will do more business than an ugly one, provided it "has the right stuff in it." A brainy man will make more money in a seedy suit than the best dressed idiot in the world, but he would make more and make it easier if he were well dressed. Just so with ads. Tell something interesting and then make the printer set it up right.—*Penman's Art Journal*.

CLOTHING HEADLINE ILLUSTRATED.



AN UP-TO-DATE BLACK.

Many Baskets

OFFICE OF
HAWAII'S YOUNG PEOPLE.

Lahaina, Hawaii, Oct. 11, 1902.

PRINTERS INK JONSON,
17 Spruce St., New York.

SIR: I have often noticed your advertisements in "Printers' Ink," and, as I am not satisfied with the ink I get in Honolulu, I wish to get some samples from you. I inclose you \$1.25; please send me what they will cover of *high grade black book ink*, and *high grade black job ink*. Send also your price list.

If you can conveniently do so, please inclose me an express schedule showing rates between New York and San Francisco. I know the rates between that city (S. F.) and Honolulu.

Yours truly,
W. ELMO REAVIS, Pub.

The above order is the second from the island of Hawaii, and although small in amount is appreciated just as much as if it were a large one. I have oft repeated that I do not care to carry all my eggs in one basket, and feel much more contented with my large family of ten thousand small but satisfied customers, than I would with a hundred big ones who owned me, body and soul.

Of course I have more detail keeping watch over them, but when I am unfortunate in losing one (which is seldom) I don't have to reduce my working force, or close down part of the factory. I want the trade of every printer whether he owns a hand press or a fast running web press, but both must send the cash in advance, otherwise I won't ship the goods. Money refunded along with the transportation charges when my inks are not found as represented. Send for a copy of my price list. Address

PPRINTERS INK JONSON,
17 SPRUCE STREET, NEW YORK.

The following is reproduced from Printers' Ink . . .

ISSUE OF OCTOBER 1st

34

PRINTERS' INK.

ADVERTISING CLASSIFIED ADS.

"Want liners" are highly important in the economy of a daily paper. In fact, they are, in some respects, an index to a daily's standing in its community, for the paper that carries this class of advertising in any city of consequence is usually very close to the people.

preciable success
aid is the only
which it pays



The Philadelphia Inquirer

During the week ending
October 18th printed

9,308 *Help and Situation
Wanted
Advertisements.*

The number printed in each of the other Philadelphia newspapers during the same period was:

Record . . .	611	}	TOTAL IN INQUIRER .	9,308		
Press . . .	2,170		}	TOTAL IN ALL OTHERS,	6,828	
Ledger . . .	2,563					
North American	1,484					

The Inquirer prints more Want Ads than all the other morning and evening newspapers in Philadelphia combined. Total Want Ads, **16,647** all kinds, during the week—

THE PHILADELPHIA INQUIRER
1109 MARKET ST., PHILA., PA.

NEW YORK OFFICE:
TRIBUNE BLDG.

CHICAGO OFFICE:
TRIBUNE BLDG.

